LIFE

NEW SURGE OF INTEREST IN THE CIVIL WAR

ALSO: A PREVIEW OF 'THIS HALLOWED GROUND' BY PULITZER PRIZEWINNER BRUCE CATTON



JOAN COLLINS

SHE PLAYS GIBSON GIRL EVELYN NESBIT IN MOVIE OF THAW-WHITE MURDER

20 CENTS

REG. U. S. PAT. OFF.

SEPTEMBER 12, 1955

Practical folks who
do-it-themselves
prefer sturdy, thrifty

BLUE BELL

casual wear



MATCH FOR ANY MAN. Blue Bell shirt and pants of Sanforized* cotton twill, vat-dyed to keep colors like new wash after wash. Shirt: full-length tails, interlined collar. Sizes 14-17, **$2.98.** Pants: no-rip sewing, Sta-flat leg seams. Sizes 28-42, **$3.98.**



Look for the Blue Bell Qualitag—your money-back guarantee



FIT TO FLATTER Blue Bell Jeanies in Sanforized* 10-oz. denim have adjustable waistband. Proportioned fit in tall, medium, short lengths; sizes 10-20, **$2.98.** Gay Jeanie blouse in solids, stripes, checks, novelties; Sanforized*, colorfast. Sizes 30-40, **$1.98.**



STURDY SET, action-tailored by Blue Bell in Sanforized* cotton twill, vat-dyed to be colorfast. The smooth-fitting shirt has double yoke, roomy pockets. Sizes 14-17, **$2.98.** Pants are bar tacked at points of strain, have zipper fly. Sizes 28-42, **$3.98.**



FAMOUS WESTERN-FIT Blue Bell Wrangler frontier jeans in Sanforized* 10-oz. denim. Slim-looking with trim, tapered legs in tall, medium, short lengths. Sizes 10-20, **$2.98.** Attractive Jeanie blouse in favorite fashion colors. Sizes 30-40, **$1.98.**



TAILORED TEAMMATES by Blue Bell. Plaid cotton suede shirt can be worn tucked in or out. Sanforized*, vat-dyed to be colorfast. Sizes 6-18, **$1.98.** Pants are hardy Sanforized* cotton twill with deep, reinforced pockets, zipper fly. Sizes 6-18, **$2.98.**

*Maximum shrinkage 1%. Prices are approximate.

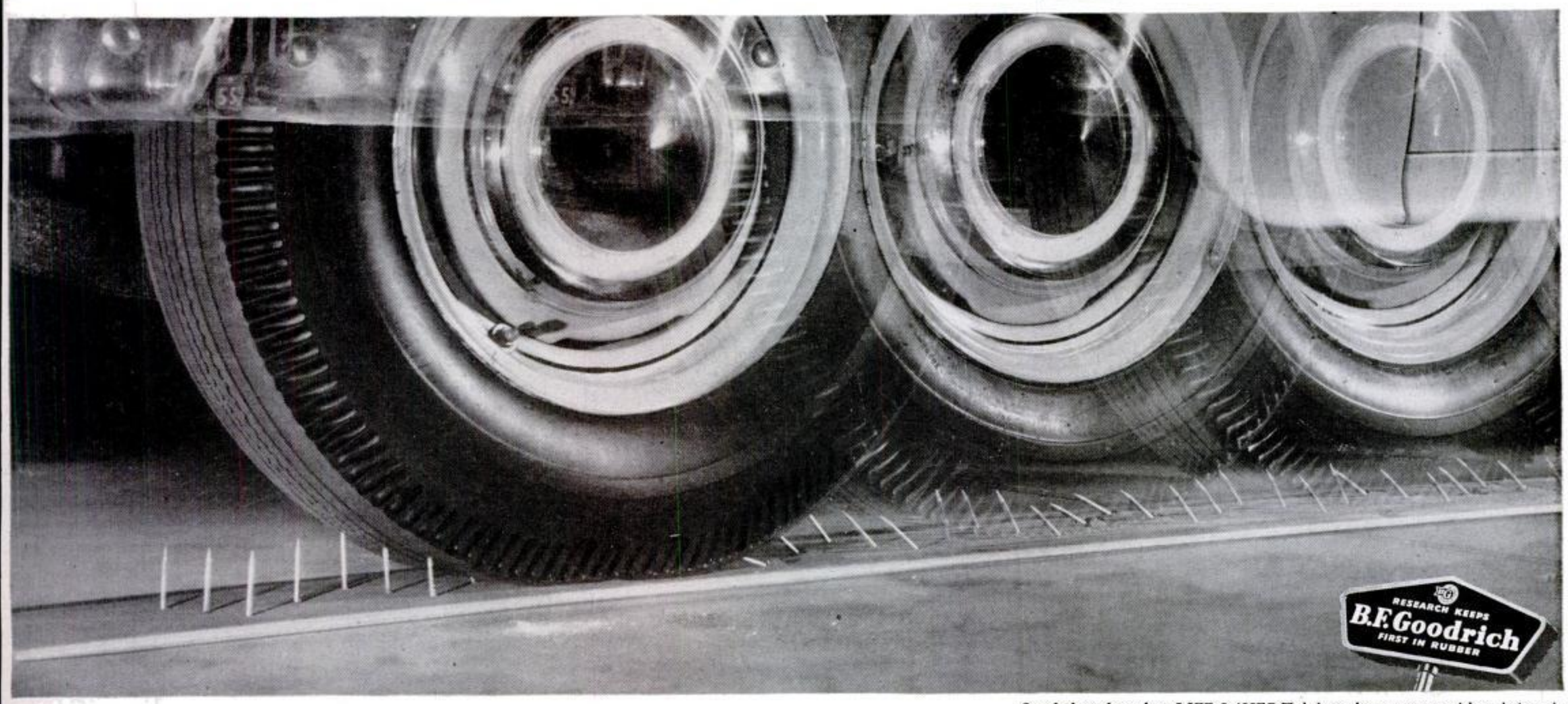
Look for Blue Bell—casual clothes for all the family

At your favorite store. For name of your nearest dealer write to Blue Bell, Inc., Empire State Building, New York 1, N. Y.—in Canada, W. Howick Mfg. Co., Ltd., Montreal.

Copyrighted material

B.F. Goodrich First in Tubeless

brings you the ~~POWER TIRES~~ for today's POWER CARS, that give greater safety to <u>any</u> car



Speed photo shows how LIFE-SAVER Tubeless takes punctures without losing air.

LIFE-SAVER® Tubeless seals punctures <u>permanently</u>, nail in or out



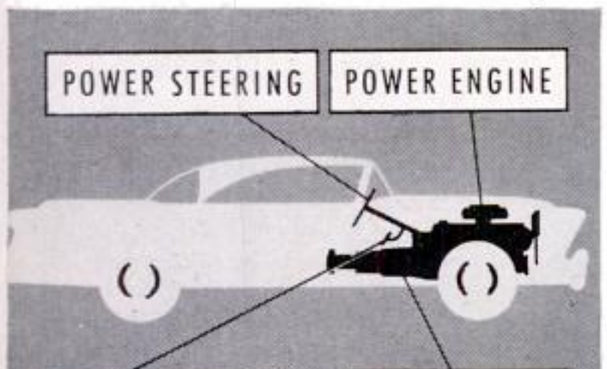
Patented sealant, shown on ***nail, seals punctures, nail in or out.***

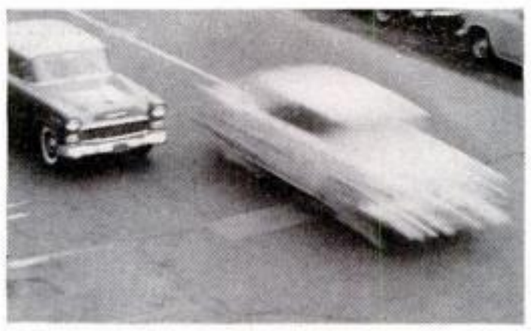
MOST tubeless tires do *not* seal punctures permanently. Nor do tires-with-tubes. When the puncturing nail is pulled, they go flat. LIFE-SAVER Tubeless Tires *do* seal punctures permanently, *nail in or out.*

Unlike most tubeless tires, LIFE-SAVER Tubeless has an extra layer of puncture-sealing rubber that's *patented.* It gets an air-tight grip on a puncturing nail. When the nail is pulled, the puncture-sealing rubber plugs the hole, makes permanent repair.

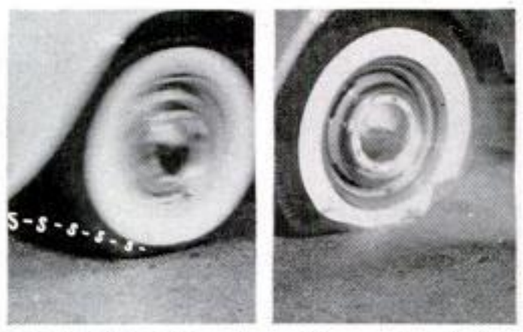
LIFE-SAVER Tubeless is the Power Tire engineered for today's power cars. It is made by the *Inventor* of Tubeless, B. F. Goodrich. Yet it costs only a little more than non-sealing tubeless tires. Find your B. F. Goodrich retailer listed in the Yellow Pages under "Tires". Convenient terms.

All this POWER here:↓ needs B. F. Goodrich POWER Tubeless Tires to put it to work on the road:





FOR POWER STARTS, POWER STOPS—*they take out the slip and the skid.* They give power-engine take-offs more grip, less slip. Take a sure hold on smooth or wet roads. They stop your *car* when power brakes stop your wheels. New treads help de-skid skiddy pavements.



FOR POWER GO—*they take out the bruise-blowout.* Tires feel power impacts that power cars cushion. In B. F. Goodrich Power Tubeless, a patented inner liner—part of the tire itself—slows air loss by permitting only pinhole leaks. Instead of a blowout, you get a safe s-s-slowout.



FOR POWER TURNS—*they take out the squeal.* Where power steering, with its quicker turns, makes ordinary tires squeal, B.F.Goodrich Power Tubeless are quieter and more sure-footed. They are power-designed to resist side-skid; give you better control of your car.

TWO B. F. GOODRICH POWER TUBELESS TIRES: *LIFE-SAVER seals punctures permanently; SAFETYLINER gives Tubeless safety at less than tire-and-tube cost*

LIFE
September 12, 1955

LIFE is published weekly by TIME Inc., 540 N. Michigan Ave., Chicago 11, Ill. Printed in U. S. A. Entered as second-class matter November 16, 1936 at the Postoffice at Chicago, Ill. under the act of March 3, 1879. Authorized by Post Office Department, Ottawa, Canada, as second-class matter. Subscriptions $6.75 a year in U. S. A.; $7.25 in Canada.

Volume 39
Number 11

Copyrighted material

Vol. 39, No. 11

LIFE

REG. U.S. PAT. OFF.

September 12, 1955

Perón recoups his power 35

A step-by-step account in pictures shows the extraordinary demonstrations by which a dictator strengthened his grip on Argentina last week.



LOYAL PERONISTAS

Murder will out—again 70

A lurid scandal of 1906—the Thaw-White case—returns as a movie with Joan Collins seated on Evelyn Nesbit's "Red Velvet Swing."



RED VELVET SWINGER

Boom for the Blue and Gray 161

Songs, books, battleground tourists produce an unprecedented U.S. interest in the Civil War as a new book (pp. 168–188) tells how war began.



CONFEDERATE FIGURE

Master mind-measurer 97

Among psychologists who devise personality tests, Dr. Gough has the most ambitious dream—a long-range forecast of man's behavior.



PRETESTED PRODIGY

Marriage in miniature 153

With an elaborate doll wedding on a New Hampshire lawn, an imaginative family turns an afternoon of make-believe into enchanting reality.



MAKE-BELIEVE COUPLE

A long wait for the bell 193

LIFE visits both camps to see how champion Marciano, 31, and volatile challenger Archie Moore, 38, beat the boredom while they get in shape.



ROCKY LIES IN WAIT

COVER
British-born Joan Collins is "the girl in the red velvet swing" in a movie revival of the Thaw-White murder case (see pp. 70–76)

THE WEEK'S EVENTS
A cry for blood in Argentina: Dictator Perón incites his followers against the opposition. Photographed for LIFE by Cornell Capa 35
A Look at the World's Week 44
Acadian descendants visit Nova Scotia on anniversary of historic expulsion 63
David Eisenhower, 7, lands a Colorado trout and poses for a picture 69
South African Negroes fight white supremacy training with "cultural clubs" 81
Pasadena returns a captured Japanese temple to its owners 87

EDITORIALS 48
Wanted: an American novel
A challenge for the Legion

PICTORIAL ESSAYS
The U.S. aglow: Swiss magazine DU shows vivid views of America 90
Great revival: in song and story the U.S. relives the Civil War 161

ARTICLES
Modern-style mind reader: Psychologist H. G. Gough hopes to revolutionize the flourishing science of personality testing, by Robert Wernick 97
"A Doom Was Taking Shape": excerpts from Pulitzer prizewinner Bruce Catton's forthcoming book on the Civil War, "This Hallowed Ground," tell how war came as a relief after bloodshed and rowdyism 168

SPORTS
So they took the $100,000: Swaps-Nashua race produces happy smiles and sad story 53
Beating boredom in camp: Marciano and Moore allay training camp tedium 193

MOVIES
Lovely girl, lurid crime: the Thaw-White murder is recalled in film 70

ART
Painting prizewinners: little-known artists walk off with top U.S. awards 112

TELEVISION
Bamboozler in the barracks: Phil Silvers creates Army scamp in a new TV program 121

SCIENCE
Ponderous peephole for atom workers will shield against lethal rays 127

YOUTH
A boy smitten with his kitten: the rough-and-tumble friendship of a little boy and his 4-month-old cat 133
A wedding in a land of dolls: an enchanting party is staged in Webster, N.H. Photographed for LIFE by Verner Reed 153

NATIONAL DEFENSE
Hell week: the Navy gives its future frogmen an exhausting trial 141

FASHION
Fall styles sizzle with a fire engine red look from top to toe 148

RELIGION
A last look at worldly life. A marquis and marquise give up wealth and each other to join religious orders 205

OTHER DEPARTMENTS
Speaking of Pictures: photographers record lightning's 1955 show 14
Letters to the Editors 21
Miscellany: the crust of some pigeons 208

COPYRIGHT © 1955 BY TIME INC. ALL RIGHTS RESERVED UNDER INTERNATIONAL AND PAN-AMERICAN COPYRIGHT CONVENTIONS

The following list shows the sources from which pictures were gathered. Credits are separated from left to right by commas, top to bottom by dashes.

COVER—J. R. EYERMAN
2—CORNELL CAPA FROM MAGNUM—J. R. EYERMAN—HANK WALKER—DRAWING BY J. LEONE—VERNER REED—GREY VILLET
14, 15—D. E. DRUMMOND, AXEL GROSSER; RT. BEIDLER-VIKEN, INC.—RICHARD W. CASEY
21—JAMES E. WALCZAK
24—GETZ KINGSLEY RELEASE
26—A.P.—JOHN DOMINIS
28—DON BERG
35 THROUGH 43—CORNELL CAPA FROM MAGNUM
44, 45—LT. WALTER SANDERS; CEN. ITALY'S NEWS PHOTOS—ROBERT W. KELLEY; RT. GEORGE SKADDING
46, 47—U.P., JOHN BRYSON, A.P.—JOHN SADOVY
53—MYRON H. DAVIS
54, 55—ALBERT FENN, MYRON H. DAVIS—JOHN ZIMMERMAN, JOHN DOMINIS, JOHN ZIMMERMAN
56—ALBERT FENN
63, 64—WALTER SANDERS
69—CARL IWASAKI
70—20TH CENTURY-FOX
71—J. R. EYERMAN
72—U.P., CULVER—BROWN BROTHERS—INT.
75—INT.—U.P.—CULVER
76—F.P.G. EXC. CEN. INT.
81, 82—ERNEST SHIRLEY
87—RICHARD HARTT—JUN MIKI
88—JUN MIKI
90 THROUGH 95—EMIL SCHULTHESS FOR SWISS MONTHLY "DU" FROM B.S.
97—DRAWINGS BY J. LEONE
98—ROBERT LACKENBACH
101, 108—DRAWINGS BY J. LEONE
112—KENNETH SCHMID
113—HERBERT ORTH
114, 115—HARRY BASKERVILLE, ROBERT CRANDALL—HENRY BEVILLE, KENNETH SCHMID
116, 117—KENNETH SCHMID EXC. RT. HARRY BASKERVILLE
121—YALE JOEL
122—CBS-TV
127, 128—ROBERT W. KELLEY
133 THROUGH 138—RICHARD HARTT
141 THROUGH 146—RALPH POOLE
148, 149—MARK SHAW
161—GJON MILI
162, 163—LT. JOE SCHERSCHEL—JAY LEVITON; CEN. ALBERT FENN (3); RT. ARTHUR SHAY (3)
164—ILLUSTRATION BY TOM FUNK
165—HANK WALKER
166, 167—REPRODUCED FROM THE COLLECTIONS OF THE LIBRARY OF CONGRESS EXC. LT. THE BETTMANN ARCHIVE (2)
168, 169—HANK WALKER—CULVER, THE BETTMANN ARCHIVE (2)
170—THE BETTMANN ARCHIVE
174—F.P.G.
181—COURTESY ILLINOIS CENTRAL RAILROAD, CHICAGO
182—THE T. F. HEALY COLLECTION
186—CULVER
188—F.P.G.
193 THROUGH 200—GREY VILLET
205, 206, 207—FRANK SCHERSCHEL
208—GENE PYLE

ABBREVIATIONS: CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; F.P.G., FREE LANCE PHOTOGRAPHERS GUILD; INT., INTERNATIONAL; U.P., UNITED PRESS. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPUBLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

Copyrighted material



Dick Pope

owner of fabulous CYPRESS GARDENS, *Winter Haven, Florida,*

SAYS...

"The Flawless Performance of 5-RIB CHAMPION SPARK PLUGS Is An Absolute Must With Us"

"Water skiing is one of the world's fastest-growing sports and certainly one of the most thrilling", says Mr. Pope, who is host each year to thousands of vacationing Americans at his Winter Haven, Florida, wonderland.

"Many of the colorful, spectacular and truly beautiful skiing performances which you have seen in magazines, motion pictures and on television originated here at Cypress Gardens.

"Very early in the development of the sport, we learned the absolute necessity of flawless spark plug performance in the boats used to tow the skiers. This is particularly true in formations involving precision groups, where an entire performance could be ruined by a single "missing" engine. Champion Spark Plugs give our boats that reliability.

"In fact, we've standardized on Champions for all our equipment, including our six Ford station wagons, two Lincolns, a Ford Thunderbird, two Ford trucks, a Ford tractor and the score of boats. We know, from long-time experience, that Champions give us top performance and absolute dependability in *every* engine."

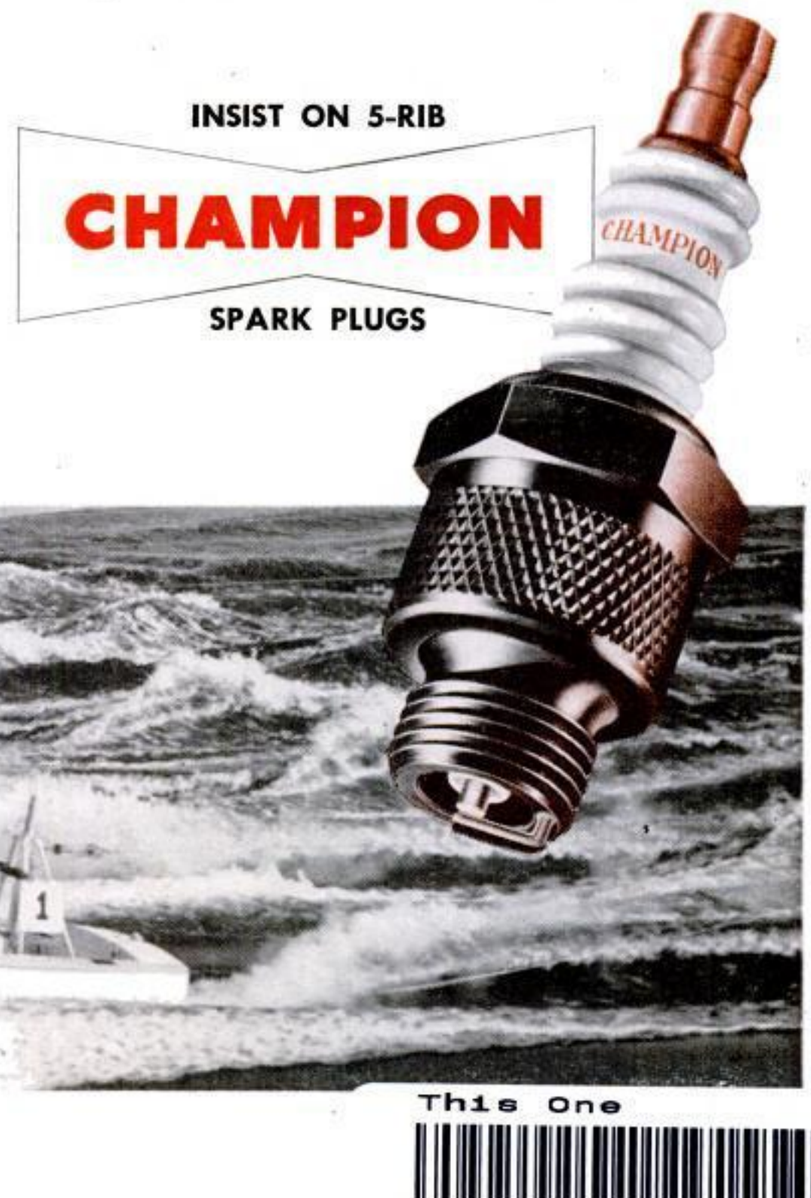
CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



Nancy Cooper, Cypress Gardens' skiing star, gracefully soars through the air from a floating take-off ramp.



Riding high! Dick Pope, Jr. performs a Pope-originated thriller in his outboard hydro that is powered by a Champion-equipped Mercury motor.



Running 150-H. P. boats in an even line—a tough boating assignment—calls for perfectly synchronized engines. This Cypress Gardens' fleet depends on Champions for smooth, sure engine operation.

This One
XWZR-K39-S10L
Copyrighted material



Copyrighted material

Cadillac

Brings Out The Best In a Man!

Wonderful things happen to a man when he takes the wheel of his Cadillac.

To begin with, he *looks* his best! There's pride in his face . . . and happiness in his heart . . . and confidence in his bearing . . . as he sits in command of the "car of cars."

And how grand he *feels!* The car carries him in perfect comfort . . . and there is so little effort to his driving that he completely relaxes as he rides.

And even his character takes on new graciousness—pausing to allow pedestrians to make their way . . . and offering every courtesy and consideration to his fellow motorists.

All this is to say, of course, that a Cadillac brings out the very *best* in a man. In fact, owners everywhere freely admit that the car acts as a wonderful tonic for their spirit and outlook and disposition.

And, of course, the Cadillac car for 1955 offers more of everything to delight its lucky owners . . . and to inspire their contentment and satisfaction.

Incidentally, this is the perfect time to make the move to Cadillac . . . from a standpoint of both economy and delivery. Why not stop in at your first opportunity and see for yourself?



YOUR CADILLAC DEALER

Copyrighted material



SACONY'S HERRINGBONE has neat stocking-rib inserts and a wonderful new lengthened look to the jacket. It's the latest town and country classic. $55.



ELEGANT PASSEMENTERIE FASTENINGS distinguish the nifty jacket of Sacony's new narrowed-down suit in "banker's" monotone worsted. $55.

New! For the first time a soft wool suit that doesn't sit out! Sacony does it for just $55

Paris says the new silhouette is narrow as an arrow. Sacony makes it possible with a miraculous new light-weight worsted that makes you look a size smaller, holds your new slim skirt straight without bulging.

JOHN FREDERICS HATS; CASTLECLIFF JEWELRY; JOSEF BAGS. AND UNDERNEATH, BRAS AND GIRDLES BY SACONY.



COLOR-RIOTOUS TWEED, made by Sacony into a suit with broad-sweep collar, new cigarette-slim lines, rhinestone sparked buttons. $55.



DEEP-TONED MONOTONE, cut by Sacony into the Paris-inspired lengthened-jacket suit with pertly placed pockets across the front. $55.

READ HOW YOU CAN GET ONE TOMORROW!

The fabric is worsted—made on the French system, with the wool yarn *inter-looped*. That's why the skirt won't get rump-sprung, even when you sit all day.

These Sacony suits are so cunningly designed that they make you look *slimmer*—several pounds slimmer. Nothing bulky or bulgy about them. You can wear them under a coat and still look like you'd been dieting.

They're exquisitely needled, and soft as cashmere. What's more, the nap will never wear off.

Here's how to get one of these new SACONY suits. Call up your local Western Union. Ask for Operator 25. She will give you the name of the nearest store. Then hurry to the store, and *take this copy of LIFE with you.* Show the salesgirl exactly which of these suits you want—they come in all the latest Paris colors. Available in misses, and many in petite and half sizes. (Also made and sold at $60 in Canada; write Sacony, 423 Mayor Street, Montreal.)

P.S. If you can't reach Western Union, write **Sacony, College Point, N.Y.,** for the name of your nearest store.

THE "GENTLE LADY" LOOK for Sacony's plumb-line suit: collar rimmed with black Astrakhan. $55. →

Copyrighted material



Copyrighted material

AMERICA'S *Pictured* ENCYCLOPEDIA

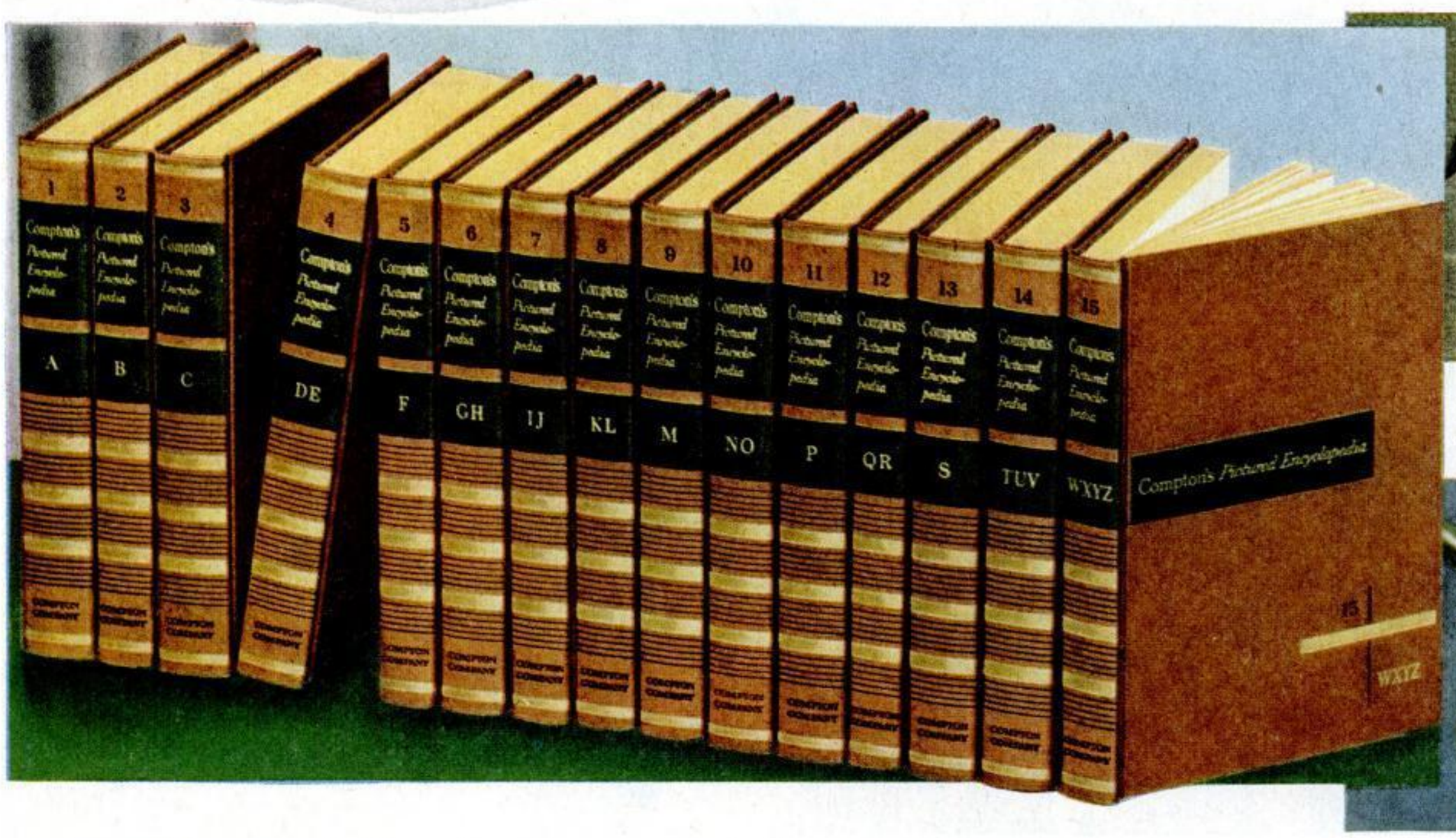


First in Quality

and first in the minds and hearts

of young folks of all ages,

PRE-SCHOOL THROUGH HIGH SCHOOL







From an egg attached to a milkweed leaf (left) a caterpillar hatches (right). It grows by breaking out of its skin (molting). The black, shriveled object is the cast skin.





The full-grown caterpillar (left) is turning into a chrysalis. The old skin is half rolled back, showing the chrysalis underneath. At right, the skin is removed, but the chrysalis is still contracting.





The chrysalis is a beautiful jade green studded with gold. In about two weeks it turns purple, then black and transparent. It cracks open and from it emerges the adult butterfly (right).

(Above) LIFE HISTORY OF A MONARCH BUTTERFLY —Can you imagine a more delightful and effective way of learning about it? This is typical of how Compton's uses "pictures that teach" to tell young folks of all ages what they want to know—and to make them eager to know more.

"It must have been wished into existence by parents," wrote a pastor from Evansville, Indiana—one of the many thousands of delighted owners of COMPTON'S PICTURED ENCYCLOPEDIA.

THINK how enjoyably you are learning about the world we live in—through the pictured information given in the magazine you are now holding in your hand. Compton's will bring *your children* the same advantage in their study of every school subject! For 33 years Compton's has held the leadership as the *pictured* encyclopedia which inspires and develops young minds – through fascinating text and exciting "pictures that teach."

NOW, AT THE VERY BEGINNING OF THE SCHOOL YEAR, is the time to start giving your children the advantage of Compton's. Your child's own teacher will tell you how much it can mean—in first stimulating and then holding your child's interest in his studies, in improving his school work, and in helping him to get more out of each hour spent both inside and outside the classroom.

Why can Compton's do so much for your child's progress in school? One reason is that Compton's is *classroom-tested.* Preliminary drafts of texts and picture-layouts covering the more difficult subjects are first tested *right in the classroom*—to find out in advance, from the boys and girls themselves, which are the clearest and most interesting ways to satisfy the inquiring mind.

These classroom tests take the "guess" out of what will capture and hold the interest of typical boys and girls, like yours.

If you wish to know more about how Compton's can help you meet the educational needs of every member of your family for as little as $6 a month, full information will be sent to you without obligation. Address Dept. B, at the address below.

COMPTON'S

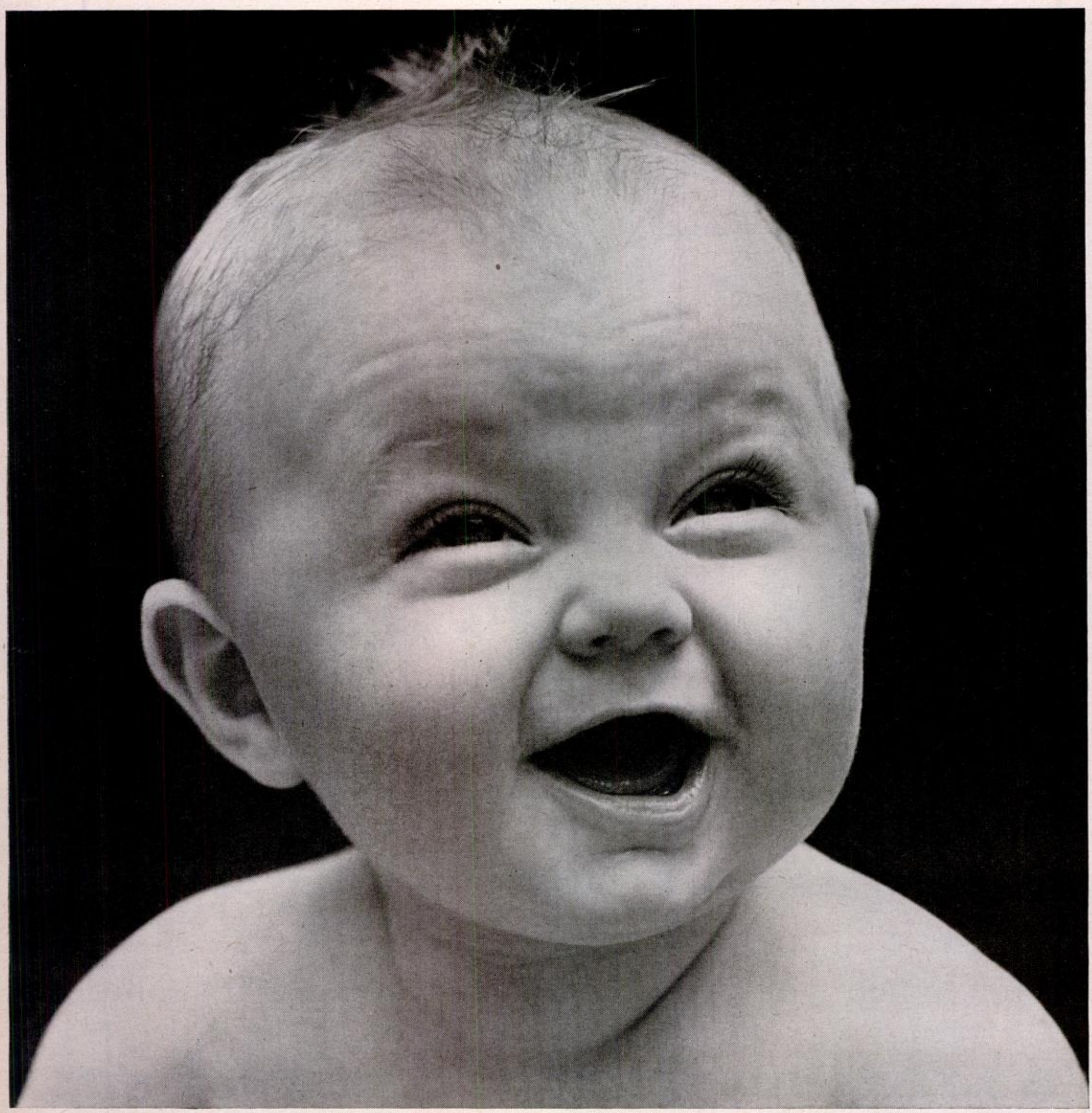
Pictured ENCYCLOPEDIA

F. E. COMPTON & COMPANY, Compton Building, Chicago 10, Illinois

OFFICIALLY APPROVED *by the Educational Departments of Every State and City in the Union Issuing Approval*

EXCELLENT OPPORTUNITIES for men and women interested in a pleasant and financially rewarding educational career as a Compton representative—through rendering to children a worthwhile service which every home needs and can easily afford. Special plan provides for rapid promotion to sales manager positions. For full information, write our Mr. Ray M. Johnson, Vice President.

Copyrighted material



"YOU'RE TELLING ME!"

"That's a funny one. You telling me what a great thing the telephone is. As if I didn't know!

"Why, I'm one of the main reasons we have telephones in our house. For you can bet your life I keep the folks pretty busy around here.

"Just think! If we didn't have a telephone, Grandma couldn't call up to ask if I had a tooth. And Daddy couldn't talk to us when he's out of town. We couldn't order things in a hurry from the stores. And Mother would be tied down just something awful.

"And suppose one of us suddenly took sick? Or there was a fire? Or a robber, maybe? Well, I don't worry about those things when I see the telephone.

" 'Doesn't cost much either,' my Daddy says. And Mother says, 'I don't know what I'd do without it.' "

BELL TELEPHONE SYSTEM

Copyrighted material



How much will it cost to send your children to college?

Now, when they're still in the Jungle Jim stage, is the time to start planning your children's college education.

But do you realize what it's apt to cost you?

In some state universities, the cost may be as low as $950 per year per child. At some of the private colleges, it can go as high as $2,500 per year. The average cost, though, including tuition, board, room and other fees is about $1,250 per year.

Where is all this money coming from?

In thousands of cases, it comes from the savings accounts that forward-looking parents have built up over the years in insured Savings and Loan Associations. Here are the advantages these Associations offer:

1. **Your savings bring excellent returns.** That's because these Associations invest most of their funds in sound, steady-paying home mortgages.
2. **Your savings are safe.** They are protected by sound management and substantial reserves, and insured up to $10,000 by the Federal Savings and Loan Insurance Corporation—an agency of the U. S. Government.
3. **You deal with friendly, experienced people.** Responsible people. People who really care about you—and your community.

So if you want to be sure your children enjoy all the advantages of a college education, open a savings account in an insured Savings and Loan Association right now.

This is good to know, too: When you're thinking of buying a home, remember that insured Savings and Loan Associations are *the nation's largest single source of home mortgages.* They make liberal loans. They see to it that you get the money quickly—and at moderate rates.

SAVINGS AND LOAN
FOUNDATION

The Savings and Loan Foundation, Inc., is an organization of insured Savings and Loan, Building and Loan, and Homestead Associations from coast to coast—dedicated to the preservation of democracy through thrift and home ownership in every American community. Address: 1111 E Street N. W., Washington 4, D. C.

FEDERAL SAVINGS AND LOAN INSURANCE CORPORATION — SAFETY OF YOUR SAVINGS — INSURED UP TO $10,000

Look for this emblem. It identifies associations insured by the FSLIC.

© 1955, TS&LFI

Copyrighted material



...Two people do this work better than one!



...Two hands do this work better than one!

Two brushes do this work better than one!

REGINA

TWIN-BRUSH

POLISHER and SCRUBBER

EASIEST, FASTEST, MOST EFFICIENT WAY TO SCRUB AND POLISH FLOORS!



1. *Two brushes polish better than one!* Because brushes revolve in opposite directions, you get smoother finish *faster!* The polisher never "runs away" from you. And your floors stay sparkling-beautiful longer!



2. *Two brushes scrub better than one!* A full 12" wide, Regina's twin brushes cover more area than a single brush, finish the job faster! Regina scrubs linoleum, tile, all hard floors *gently*, thoroughly.



3. *Two pads buff better than one!* Their revolving action hardens wax to a jewel-bright, protective finish. The Regina is designed for use on furniture tops, kitchen counters, fireplace tile, too.



4. *Make sure the polisher you get offers reconditioning equipment!* Regina's optional kit has sanding discs, steel wool—makes it easy to refinish worn spots. Also useful as handy bench sander!



5. *Make sure the polisher you get offers a rug-cleaning attachment!* Regina's optional attachment makes it *easy* to spot-clean or do a complete rug-cleaning job at home. Gives professional results.

Like having a handy-man . . . all around the house!

★ ***America's most widely-used polisher!***

★ ***Operates at touch of finger tip—yet solidly built to last! Gear-driven—no belt to wear out!***

★ ***Many still giving trouble-free service after 25 years in use!***

In handsome new driftwood and copper color combination **$64.50** Plus Excise Tax

Ask your dealer for a demonstration

Send today for FREE informative booklet!

The Regina Corporation, Rahway 1, N. J.

Please send free "Bulletin 44—Care of Floors," and name of nearest dealer.

NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

In Canada: Switson Industries, Ltd., Welland, Ontario

By makers of Regina Electrikbroom—lightweight vacuum for daily use

Copyrighted material

ROBERT HALL MULTI-MILLION DOLLAR

Expansion Celebration!





TO CELEBRATE the opening of the 200th Robert Hall salesroom, values will be BIGGER THAN EVER! It's no mystery why Robert Hall keeps growing by leaps and bounds! Thousand more families every week surge into Robert Hall Salesrooms and clamor for MORE! These satisfied customers know that by taking advantage of Robert Hall low-overhead prices they have *more* money for their homes, for education, for fun! Right now you are warmly invited to join the biggest savings spree ever, celebrating the opening of the 200th Robert Hall salesroom! See your phone book for address of Robert Hall in your city.

MISSES' TAILORED BLOUSES. "Tebelized" cottons, white on whites, oxfords. Baby-doll or long sleeves with French cuffs, cuff links. Boy, spread and button-down collars. White, pastels, darks, prints. Sizes 32 to 38. *Usually 2.89* **1.89**

MISSES' ORLON SWEATERS AND NEW FALL SKIRTS. Long-sleeve, interlock orlon cardigans. 34 to 40. 100% wool and wool—nylon skirts. Pocket details, belt trims. Walker kick pleat treatments. Flannels, tweeds and color-flecks. Sizes 22 to 30. *Usually 4.89* **3.89 ea.**

GIRLS' FALL BLOUSES and CLASSIC ORLON SWEATERS. Tailored and dressy blouses in cottons. Dacrons, nylons and orlon-wool jersey. Slipon and cardigan sweaters. 7 to 14. *Usually 2.49* **1.89 ea.**

GIRLS' NEW FALL SKIRTS SWING, PLEATED, TAILORED. Corduroys. Orlon and wool plaids, wool-and-rayon patterns, felts, cotton flannels. Novelty pockets. New colors. 7 to 14. *Usually 3.49* **2.89**

MISSES' ZIP-LINED ALL-WOOL COATS. Checks and fancies with Glass-Glo zip liner that actually insulates you against the cold. New shades of Blue, Grey, Tan, Mauve. Sizes 8 to 18. *Usually $25* **19.95**

MISSES' FUR-TRIMMED ALPACA-LINED COATS. Topper of 100% wool zibeline, with toasty alpaca lining, and a genuine full mouton lamb collar. Grey, blue. Sizes 8 to 18. *Usually $20* **16.95**

MISSES' BOXY SUITS IN WOOL AND CASHMERE. Beautifully tailored in a lush fabric of 10% cashmere and 90% wool. Carefully detailed with many custom-like touches. Newest Fall fashion colors. Misses' sizes. *Usually 16.95* **13.95**

FALL DRESSES IN JUNIORS', MISSES' AND HALF-SIZES. Dress and casual hits. Sheath styles, torsos and jacket dresses. Dolman sleeves. Empire waistlines. Rayon flannel, crepe, menswear, faille and taffeta. *Usually 8.95 to 10.95* **7.89**

Ⓐ **GIRLS' QUILT-LINED STORMCOATS with HAT, MITTENS.** Long-wearing rayon and nylon gabardine, heavyweight quilted reprocessed wool interlining. "Timton" collar and trim on "pixie" clip hat. New Fall shades of Charcoal, Navy, Red, Green. Sizes 6 to 12. *Usually 16.99* **11.99**

Ⓑ **MISSES' LUXURIOUS WOOL AND CASHMERE COATS.** Fashion's pet with that "dollars more" look in 75% fine wool, 25% lush imported cashmere. Magnificently tailored in Fall's newest silhouettes. Hand stitched collar and front, hand-finished cuffs. Guaranteed lifetime rayon satin lining. 100% wool interlining. Natural or grey. Sizes 8 to 18. A Robert Hall star value. *Usually 39.95* **29.95**

ROBERT HALL

OPEN EVERY NIGHT TILL 9 P.M.



Copyrighted material

This week Robert Hall opens its 200th clothing center with a colossal coast-to-coast celebration!



SAVE 20 to 40%

Here's why millions save at Robert Hall

NO CREDIT LOSSES ... Robert Hall buys and sells for cash only!

LOWER RENTS ... Robert Hall salesrooms are in low-rent areas.

NO FANCY FIXTURES ... Robert Hall cuts out plush carpets, fixtures.

NO SHOW WINDOWS ... Robert Hall eliminates costly displays!

MEN'S ALL WOOL SPORTCOATS. 2 button model. Patch pockets with flaps, center vent. Sizes 35 to 46. *Usually $25* **18.95**

MEN'S CORDUROY SPORTCOATS. Horizontal rib crosswale corduroy. New Fall shades. Sizes 35 to 46. *Usually 12.95* **9.95**

MEN'S FLANNEL SLACKS. Quality all-wools. Turndown waistband. 28-42. *Usually 12.95* **8.95**

MEN'S GABARDINE SLACKS. Rayon, acetate, dacron blend. Sizes 28 to 42. *Usually 6.95* **4.95**

MEN'S ROYAL-HALL 100% WOOL WORSTED SUITS. Rich Fall patterns ... fibrenes, twists, sharkskins, splash weaves! Young men's and conservative models. 35 to 46. *Usually $45* **34.95**

MEN'S IMPORTED SWISS POPLIN RAINCOATS. Natural color long-staple Egyptian cotton woven in Switzerland. Single-breasted fly front, raglan sleeves. Sizes 34 to 46. *Usually $16* **10.95**

MEN'S ZIPCOATS WITH 100% WOOL PLAID LINERS Water-repellent 100% worsted gabardines, or imported 100% wool fancy tweeds! Single-breasted; raglan or set-in sleeves, slash pockets. Sizes 34 to 46. *Usually $40* **29.95**

MEN'S TOPCOATS of GENUINE IMPORTED HARRIS TWEED Checks, tick weaves, herringbones. Single breasted, bal or notch collars, raglan or set in sleeves. Sizes 34 to 46. *Usually $50* **39.95**

QUILT-LINED GABARDINE SURCOATS. Men's water-repellent rayon gabardine reinforced with nylon. Full 31" length, flap pockets, 8-oz. woolen-filled quilted lining. Sizes 36 to 46. *Usually $13* **9.95**

BOYS' QUILT-LINED JACKETS. Rayon gabardine with nylon added. 2 slash pockets. Solids and fancies. Sizes 6 to 18. *Usually $9* **5.99**

BOYS' CORDUROY SLACKS Hollywood model in thickset corduroy. Full outlets, bar tacking, four pockets. 8 to 18. *Usually $5* **3.99**



© **BOYS' ALL WOOL SPORTCOATS.** Single-breasted 2 button model. Vent back; patch pockets with flaps. Fully rayon lined. Sizes 8 to 18. *Usually $15* **10.99**

© **BOYS' HOLLYWOOD-STYLE SLACKS.** Crease-resistant rayon gabardine with nylon added. Hollywood model, Snugtex waist. Sizes 8 to 18. *Usually $5* **3.99**

Ⓓ **MEN'S WESTERFIELD 100% WOOL FLANNEL SUITS.** Our nationally famous suit in flattering single-breasted model with new easy natural look. Choice of patch or flap pockets. Solid and surface-interest weaves; medium and charcoal shades of grey, blue, brown. Robert Hall exclusive ... and you just can't find better value! Sizes 35 to 46.
Usually $40 **29.95**

America's family clothier!

A DIVISION OF THE UNITED MERCHANTS & MFRS.

COPR. 1955 ROBERT HALL CLOTHES, 333 W. 34TH ST., N. Y. 1, N. Y.

Copyrighted material



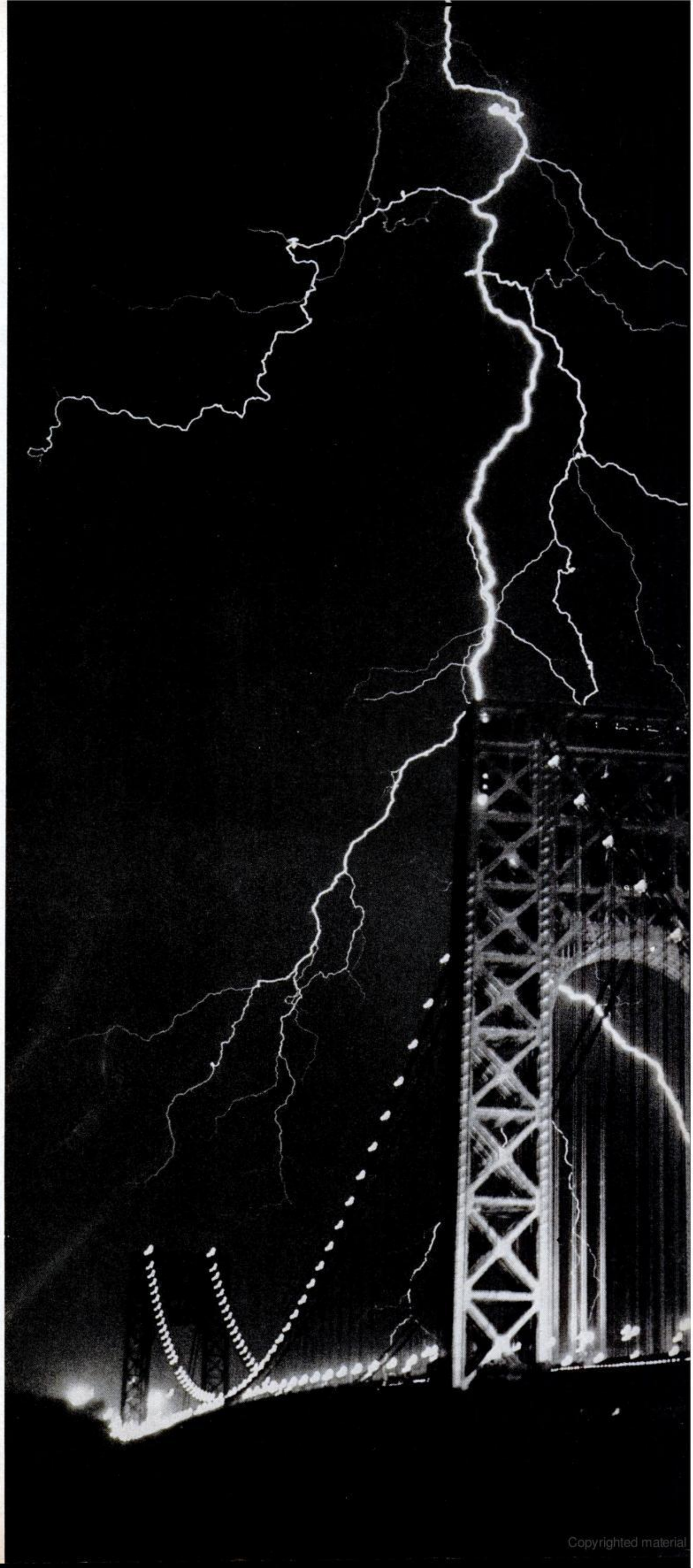
DESCENDING ON DENVER, bolt illumines trolley wires. Picture was taken by A.T. & T. engineer.

Celestial Spectacular

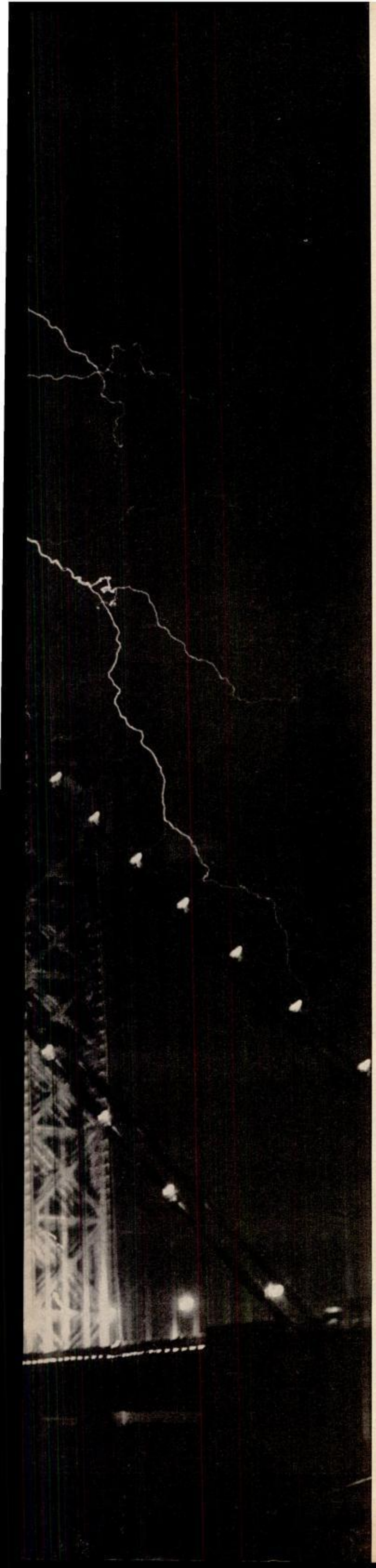
PHOTOGRAPHERS RECORD LIGHTNING'S 1955 SHOW

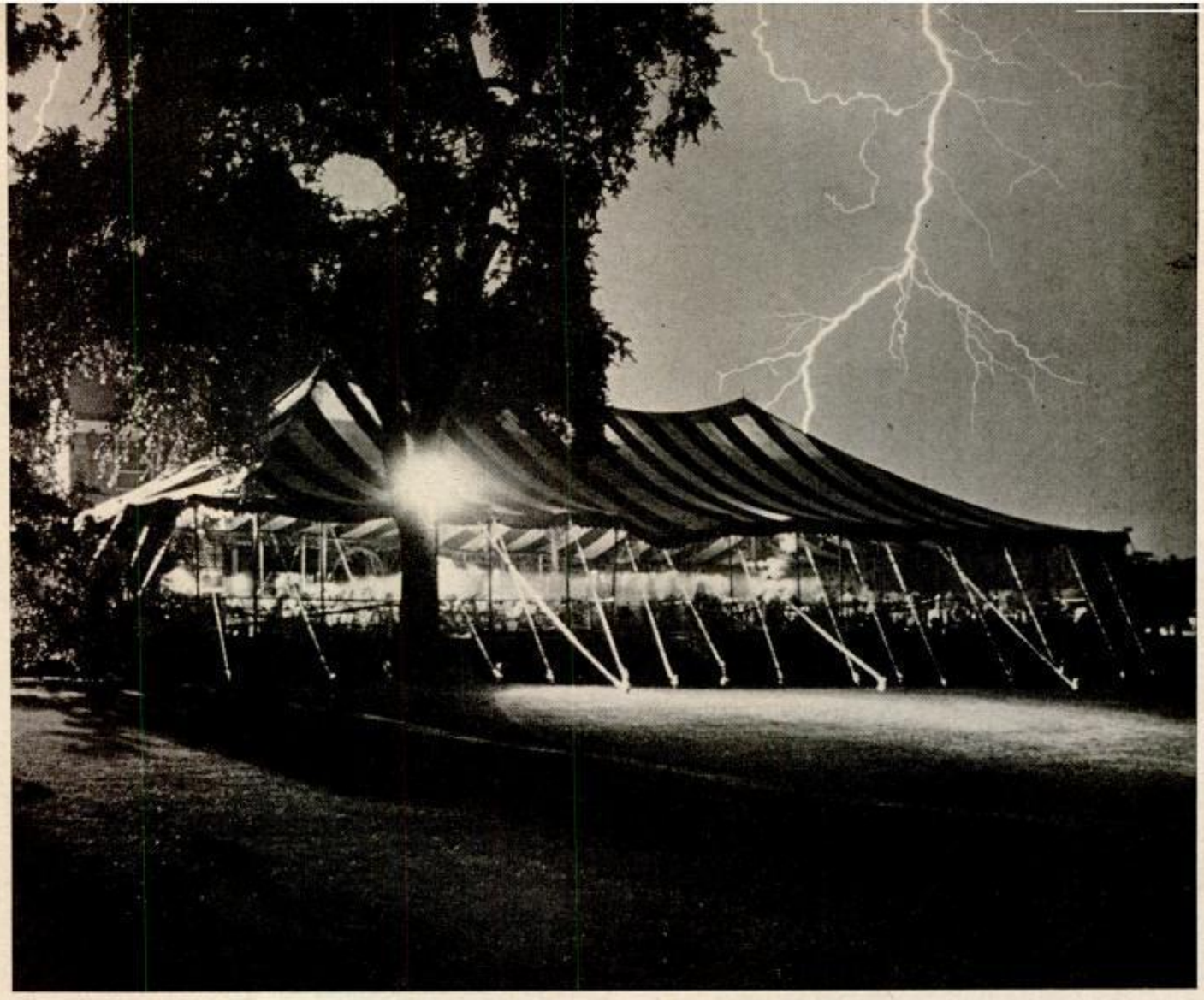
As the country continued to be preoccupied with the ravages of hurricanes and floods, photographers from Long Island to Arizona were recording the deadly etchings of a far more destructive force—lightning. Once a second, lightning streaks over the U.S., killing 400 people a year, almost six times the average toll for floods and four times that for hurricanes.

When thunderstorms roll by, photographers —usually amateurs—wait with shutters open to catch the livid discharges. This year's crop of bolts produced the spectacular gallery on these two pages taken by photographers willing to risk discomfort and danger to get pictures of nature's most deadly force in action.



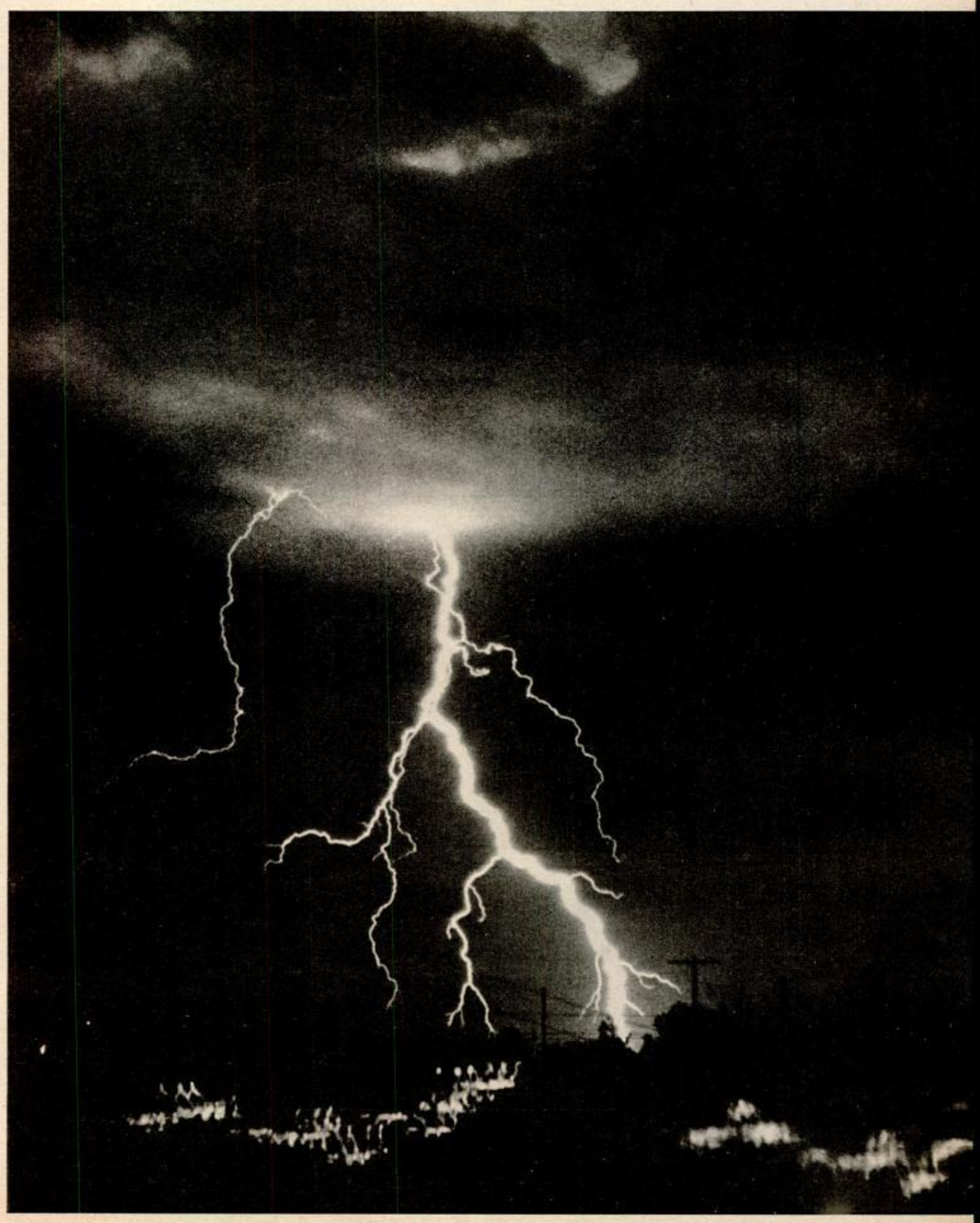
Copyrighted material





DISCOURAGING DISCHARGE during a storm (*above*) kept guests at Long Island party in tent.

TEMPEST OVER TUCSON was photographed in hand-held time exposure which blurred lights.



←A MANY-BRANCHED BOLT BRACKETS GEORGE WASHINGTON BRIDGE AS IT STRIKES HUDSON RIVER

Copyrighted material

Here are 3 ways to recognize a good buy in automobile insurance!



1 If you're involved in an away-from-home accident—the first thing you want is help from the local agent of the company you're insured with. If you can get it, your policy has passed at least one important test!



2 When your car is damaged (whether seriously or not), you want your claim settled quickly, *without* lengthy correspondence. If your agent can help you do this—your policy has met the second test.



3 You want to be sure that the *company* you're insured with—the organization behind that piece of paper you hold—has the experience, the skill and the imagination to keep automobile insurance as up to date as today's new cars and new superhighways. Then as your needs change, so will your insurance!

Here's how The Travelers stands:

There are thousands of Travelers representatives all over the country pledged to give you the kind of service in *their* towns that you'd expect from your own agent at home.

The Travelers has more claim offices than any other company writing automobile insurance. The Travelers wrote the *first* Automobile Liability policy.

The only automobile insurance that's a good buy is the kind that will serve you when you have an accident. *Then*, only the best will do!

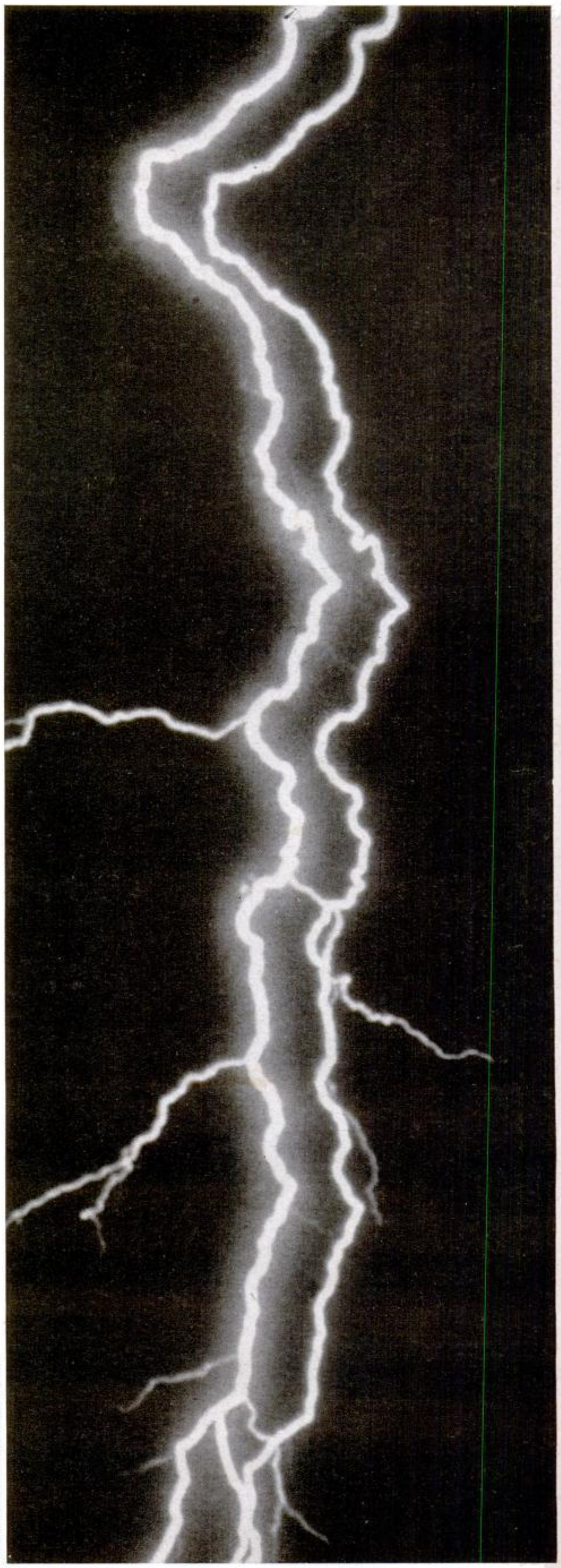
YOU WILL BE WELL SERVED BY

THE TRAVELERS



INSURANCE COMPANIES, HARTFORD 15, CONNECTICUT

All forms of personal and business insurance including • Life • Accident • Group • Automobile • Casualty • Fire



© HIRAM W. AUSTIN, DOUGLAS, ARIZONA

A DOUBLE STROKE, shown in a rare 1951 photograph, is formed as two bolts take parallel paths of least resistance. The brighter streak at left probably carries the heavier electrical charge. Frequently such parallel discharges follow one another so rapidly that they appear as a single streak to the eye.

Copyrighted material

A good cup of coffee tastes even better with

PREAM

New instant "creamer" in thrifty powdered form!

Rich, delicious, 100% dairy product! Pream is made entirely from fresh, sweet cream and other milk products —nothing added! This wonderful new "creamer" never sours or turns; in daily use, keeps its delectable flavor right down to the last spoonful! Pream costs less, too, about ⅓ less per serving than coffee cream — *and* has only about half as many calories! Put Pream on top of your hot coffee or tea. Stir and enjoy. Why not today?



RICH, NO-COOK CHOCOLATE FROSTING. Cream 3 tbs. butter. Blend in 3 cups sifted confectioners' sugar mixed with 1 tbs. Pream. Add, little by little, 3 tbs. hot water. Add 1½ or 2 sqs. melted, unsweetened chocolate and ½ tsp. vanilla. Frosts and fills two 8- or 9-inch cake layers.



CREAMIER CREAM SOUP. To your favorite canned tomato soup, add water as directed on label. Add 3 tbs. Pream. Stir to blend. Heat and serve.





Sally Ross

PREAM HOME ECONOMIST, SAYS: "Here are just **two** of the ways Pream makes cooking easier, thriftier, more delicious. Your free Pream recipe folder gives you **dozens** more. Send for it!"

Guaranteed by Good Housekeeping

SEND FOR FREE RECIPE FOLDER.

The new way to "cream" it is to **PREAM**® it!



TO: SALLY ROSS, PREAM TEST KITCHEN
BOX 959-A, COLUMBUS 16, OHIO

Please send me FREE Pream Recipe Folder.

Name_____

Street_____

City_____ Zone_____

State_____

Pream is available also in the Dominion of Canada, Alaska, and Hawaii.
© 1955, M & R Dietetic Laboratories, Inc., Columbus 16, Ohio

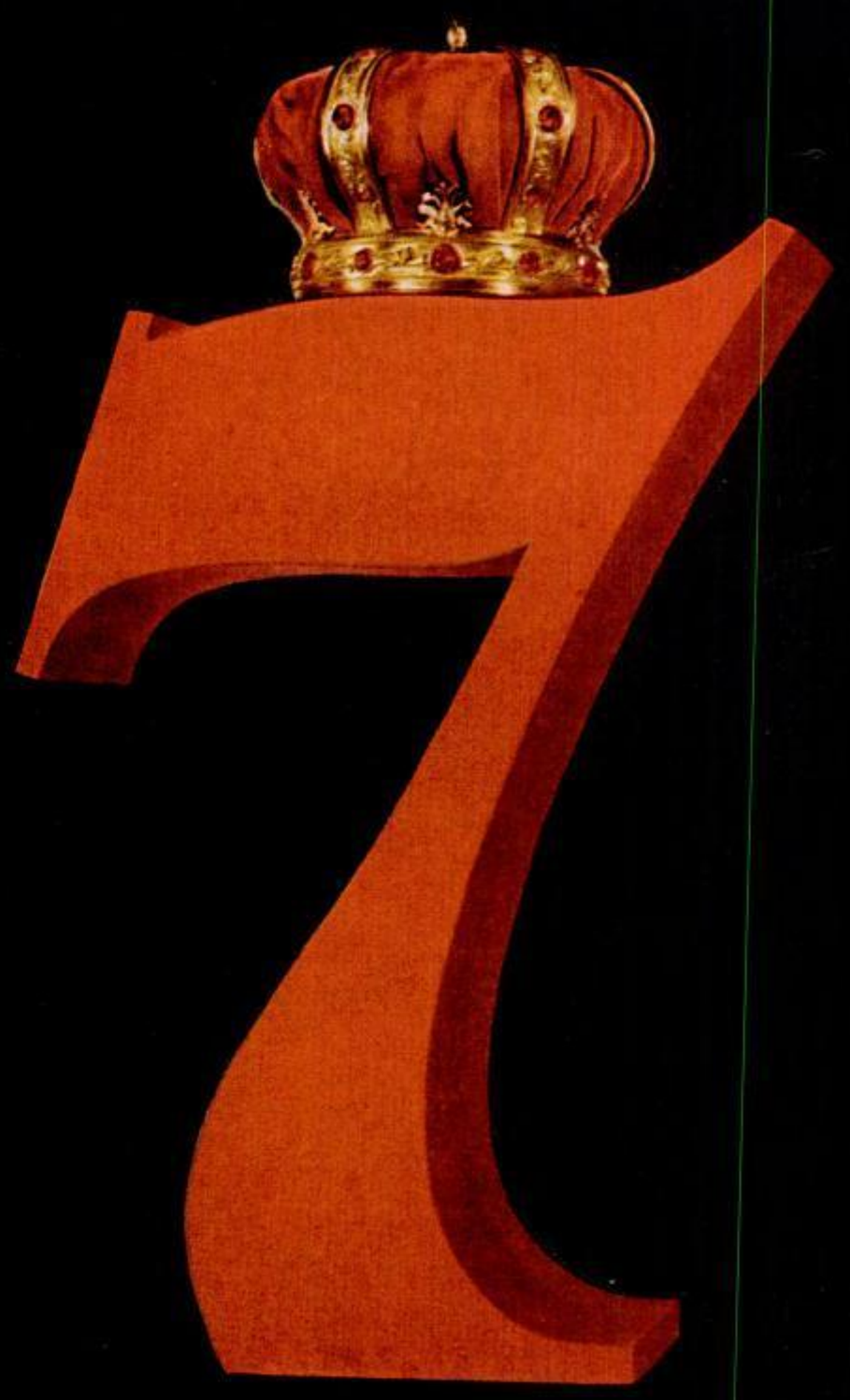
Copyrighted material



THE SYMBOL OF

American Whiskey

AT ITS FINEST



Copyrighted material



The Standard

by which the Finest American Whiskey is judged

No other whiskey in history has satisfied so many millions...in so many diverse walks of life...in so many parts of America. It is this unprecedented popularity of Seagram's 7 Crown that has made it the standard by which the finest American whiskey is judged.

Say Seagram's and be Sure

SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS.

Copyrighted material

NEW AND DIFFERENT!



Illustration shows contents of two cans

A new fine-strand spaghetti with beefy little meatballs–by Franco-American

WHEN we say FRANCO-AMERICAN Spaghetti with Meatballs is different, we mean *completely* different. Everything about it is new!

The meatballs are new. Tender, beefy little meatballs. Just wait till you taste them! They're made from fine quality beef. And they're seasoned with that exact degree of piquancy that says, "These are cooked by experts."

A new kind of sauce, too? Yes ma'am. Just about the most tantalizing tomato sauce you ever tasted! Even the spaghetti is new—the tender, fine-strand kind you like so much.

No need to tell you our new Spaghetti with Meatballs is *satisfying* eating. But we would like to remind you that it's mighty nutritious, too. Every helping supplies *proteins* and *energy* which children and grownups need every day.

Like all the famous Franco-American favorites, this newest meal-maker is quick and easy to fix. You simply heat it for about three minutes, get out your nicest china and silver, and serve!

One more good point. Our Franco-American Spaghetti with Meatballs is happily economical. It costs less than 15¢ a serving.

Spaghetti with Meatballs

by Franco-American

FRANCO-AMERICAN IS A TRADEMARK OWNED BY THE MAKERS OF CAMPBELL'S SOUPS

Copyrighted material

LETTERS TO THE EDITORS



WALCZAK'S PRIZE PICTURE OF CAVE AT SIGLERVILLE, PA.

GOING WHICH WAY?

Sirs:

Photographer Jim Walczak, whose picture "Going Which Way?" (LIFE, Aug. 22) appeared on your Miscellany page, belongs to the National Speleological Society which has chapters at many American colleges and universities. Some of Walczak's cave pictures, including this one (*above*), won awards at the society's annual convention last April.

HOWARD N. SLOANE
The National Speleological Society
Washington, D.C.

U.S. MASTERS BIG MUDDY

Sirs:

Your article, "The U.S. Masters the Big Muddy" (LIFE, Aug. 22) is the best I have had the privilege of seeing about the great Missouri River program. To us who have worked for the past 15 years helping to develop this program, it is a source of pride to find recognition in your magazine.

ARTHUR SVENDBY
National Reclamation Association
Lemmon, S. Dak.

Sirs:

LIFE is to be commended on its objective reporting job on development of the Missouri River basin. Many business and agricultural leaders in the valley consider it the greatest single economic factor in our future.

JOHN C. KELLY
Publisher
Sioux City (Ia.) *Journal Tribune*

JAMES R. SMITH
Manager, Missouri River Division
Mississippi Valley Association
Omaha, Neb.

Sirs:

My book, *Big Dam Foolishness*, refutes the reasoning of the proponents of the Pick-Sloan plan and their faith in big dams. From 75% to 85% of all agricultural flood damage occurs on tributary watersheds of the Missouri River. The damage done by any given river, like the Missouri, cannot therefore be judged by the channel flow downstream but by the river considered as a widespread weave of small tributaries. When these small tributaries are controlled, obviously the "main stem" is automatically controlled. Besides, the Pick-Sloan, if completed, will inundate millions of acres of our best land.

ELMER T. PETERSON
Oklahoma City, Okla.

ART CONQUERS ATTICA

Sirs:

Thanks for the sensitive exploration of art in Attica ("Art Conquers Attica," LIFE, Aug. 22). I'm sure my energetic Attica friends will continue building a solid set of cultural values for future generations of Atticans.

PATRIC ROWLEY
Wichita, Kan.

LIFTING UP A BEATEN PEOPLE

Sirs:

Major General Whitney's story of General Douglas MacArthur ("MacArthur's Rendezvous with History, Part II," LIFE, Aug. 22) is worth reading and reading again. We get a true glimpse of the general's strategy and we see the man—not afraid to be found with the open Bible upon his lap or to pray for divine guidance as did General Washington at Valley Forge.

C. A. NOLAN
Seymour, Ind.

Sirs:

I was on the *Lansdowne* which carried the Japanese surrender party out to the *Missouri*. Just before they left for the *Mo* they were reading copies of LIFE. At the ship's ladder the party was delayed by Foreign Minister Shigemitsu's bad leg. He had to make the descent in a boatswain's chair.

ERWIN SCHOLTZ
Baltimore, Md.

● Mamoru Shigemitsu, foreign minister of Japan, is now in the U.S. on a diplomatic mission.—ED.

Sirs:

Whitney's remark, "We have been enjoying your atomic sunshine," was a psychological shaft indeed! I share the shame and outrage with which this arrogant, insolent and tactless remark must have been received by the Japanese. It is unfortunate that individuals believing these "psychological shafts" to be proper means of mediating delicate political and social relations were in a position to exercise crucial influence.

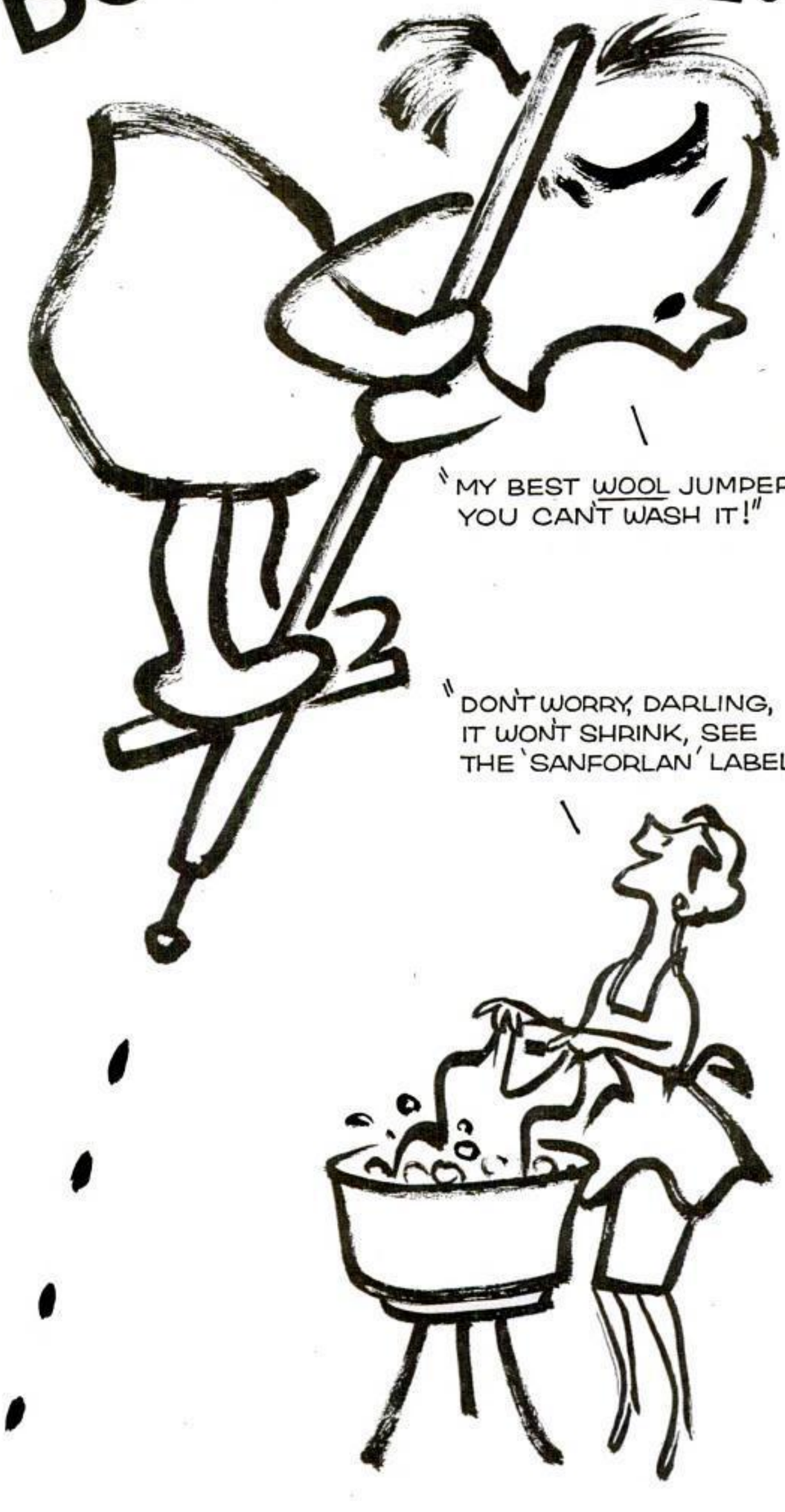
SAMUEL J. SURACE
Berkeley, Calif.

Sirs:

For six years during the occupation of Japan, I was an economics officer encouraging and observing compliance with the land reform that you list as one of the "four great SCAP accomplishments." General Whitney writes that MacArthur "pressed the Japanese Diet to pass laws under which the government purchased land from the owners at fair prices and sold it to the tenants, who were given as much as 25 years to pay." I agree this was a great accomplishment but protest that the prices paid the landowners were not fair. When land reform was first being planned, the yen conversion was about 50 to the dollar, but when the original landowners actually started receiving payments in volume the conversion rate was 360 yen to the dollar. In other words, the

CONTINUED

BUT IT'S WOOL!



Now you can keep woolen clothes just as fresh as you keep your cottons! "Sanforlan"-labeled wools wash without shrinking out of fit—stay soft and smooth as new—never get stiff or matted. Buy "Sanforlan" woolens for the whole family—skirts, sweaters, robes, jackets, slacks, shorts, dresses, children's things, yard goods.

WOOLENS WON'T SHRINK OUT OF FIT WHEN THE LABEL SAYS

SANFORLAN®

Brought to you by the "Sanforized" people. Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen fabrics or garments which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.

Copyrighted material

Why Thousands of Physicians and Dentists Recommend

STRONGER Yet SAFER

ANACIN®

to relieve

PAIN

Won't upset your stomach!



HIGHEST MEDICAL AUTHORITIES have established beyond a shadow of a doubt that the *combination* of potent pain relievers in Anacin acts smoother and more efficiently than any *single* drug.

YOU can depend on Anacin to give stronger, faster relief from pain of headache, neuritis, neuralgia and normal periodic pains. Anacin is safer, too... won't upset the stomach... contains no narcotics or habit forming ingredients. You can take Anacin as directed as often as needed without the slightest harm.

You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a *combination* of medically proven active ingredients. The highest medical authorities declare that the Anacin way (a formula combining small quantities of a *number* of effective pain relievers) gives faster, more effective and safer relief than a large dose of any one single drug. This is one of the first fundamentals of medicine taught in all schools of medicine and dentistry.

So whenever stronger yet safer medication is needed—take Anacin. Remember no single drug can give you the same strong, safe relief as the combination of powerful pain relievers in Anacin Tablets.

If pain persists—see your doctor.

You can depend on



LETTERS TO THE EDITORS

CONTINUED

landowners finally received about $10 per acre. The average Japanese family could live well on two acres, but $20 wouldn't support the landowner for two weeks. Many tenants were reported to have paid off their entire 25-year obligation with the income from a single crop.

CLAY GOODLOE BARRY
Alexandria, Va.

Sirs:

Those of us who were stationed at the OSS compound in Sian, China will never forget "Skinny" Wainwright's arrival after his release from prison camp. He looked too weak to stand but refused help and had a lively interest in jeeps, bazookas and Wacs, none of which he had ever seen. The most memorable incident came the morning after Wainwright's arrival. Our small command lined up at rigid attention with General Wainwright in the place of honor. As Old Glory rose to the poletop, the general wept openly—and most of us with him. It was the first time he had seen the flag since Corregidor.

AMOS MELTON
Fort Worth, Texas

AN UNLIKELY STAR

Sirs:

After reading your baseball story on the Oklahoma farm girl ("An Oklahoma Team Turns Up an Unlikely Star," LIFE, Aug. 22), I wonder if there is any rule against females playing major league baseball with males?

MIMI MARTIN
Hillandale
Silver Springs, Md.

● There is no rule against women playing either major or minor league ball; but no woman ever has. In 1952 Harrisburg in the Interstate League attempted to sign a girl, but the request was turned down by the National Association, which felt it was just a publicity stunt.—ED.

A SAGA OF SOPHIA

Sirs:

Sophia Loren—what a gal ("A Saga of Sophia," LIFE, Aug. 22). Perhaps a new word will be coined—Lorenous, meaning "magically, gorgeously attractive."

THANE GUHL
New Cumberland, Pa.

CONTINUED

Please send LIFE



to _____ name

_____ address

_____ city zone state

ONE YEAR $6.75 *in continental U.S., Hawaii, Alaska, Puerto Rico, Virgin Is.*

(1 year at the single copy price would cost you $10.40)

(Canada: 1 year, $7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3437

SEASON-ALL

...makes so many dishes *more* delicious

steaks
chops
salads
soups
eggs
poultry
fish



THE Big Favorite®

SANFORIZED

MATCHED SHIRTS AND PANTS

WITH GRIPPER SNAP FASTENERS



You'll always find the features that add to appearance, comfort and long wear when you wear Big Favorite Work Clothes. For example, in the matched shirts and pants shown here, you'll find:

- All popular colors
- Dress style shirt collars
- Smooth waist and hip fit
- Tunnel belt loops
- Top quality fabrics, vat-dyed, Sanforized and mercerized
- Your preference of gripper or button shirts

AMERICAN INSTITUTE OF LAUNDERING CERTIFIED WASHABLE

THE FAVORITE GARMENT CO.

PLANTS IN: LYNCHBURG AND ROCKY MOUNT, VA.; JACKSON AND MAGEE, MISS.

Copyrighted material

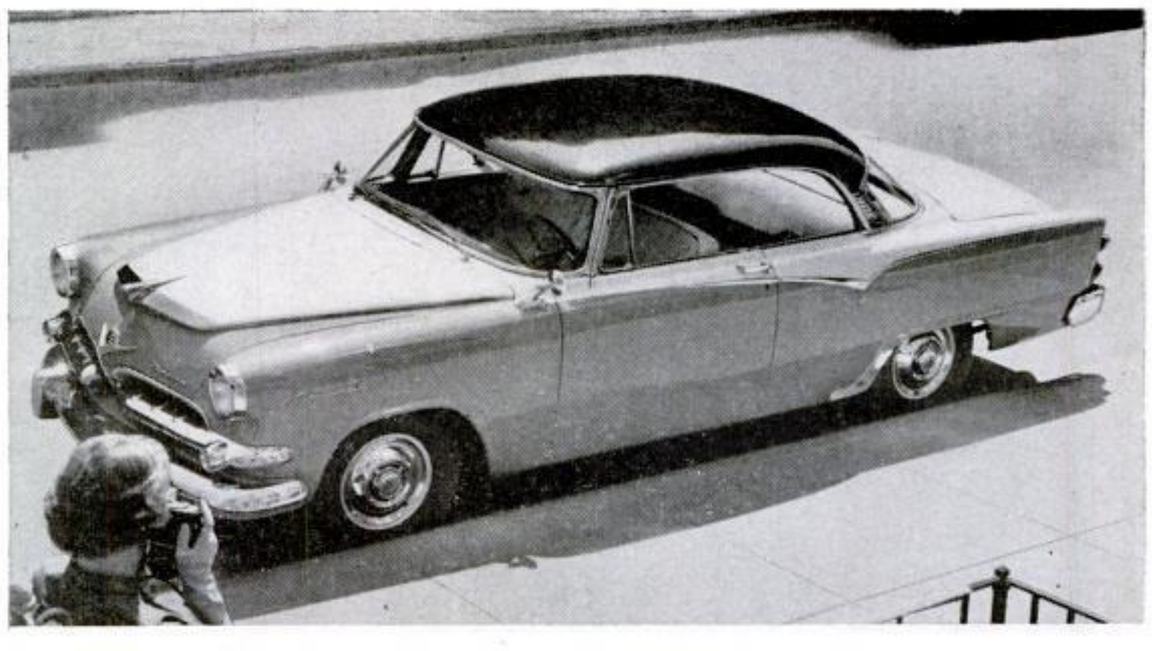
ART LINKLETTER SAYS:



"Win one of these prizes just by sending me your name and address!"

There's nothing to buy, nothing to guess. Simply send your name and address!

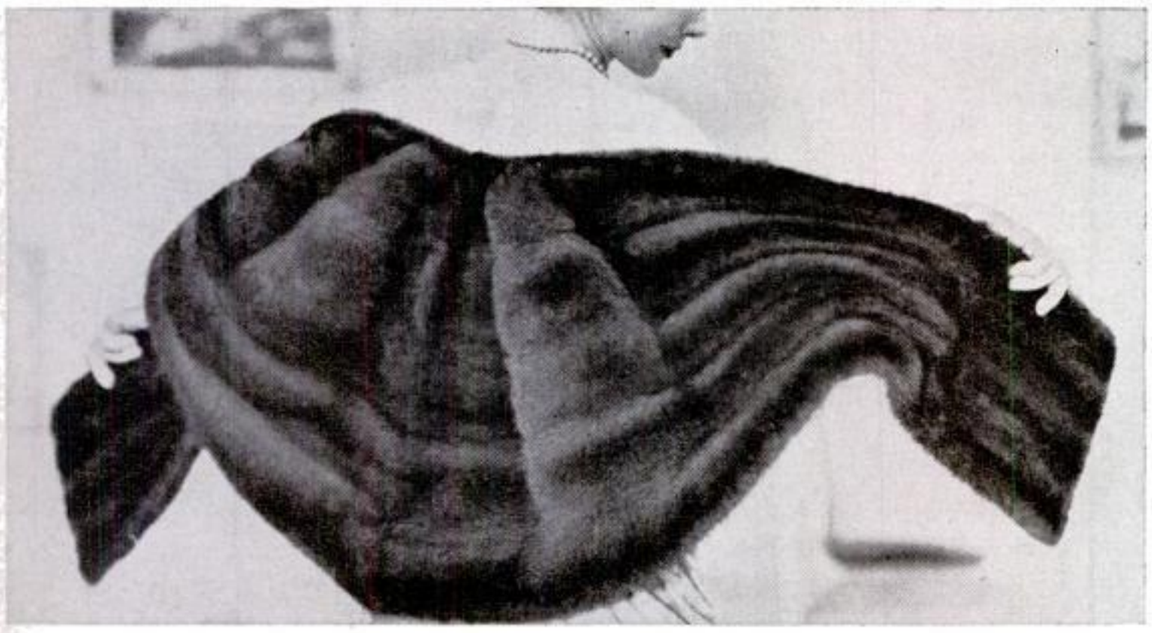
Just put your name and address on a post card or use the coupon at the right—I'll enter you in my big Houseparty Giveaway. I'll also give you a 10¢ coupon for Surf, the family-wash detergent that beats them all! That's all it takes, so be sure to send in your name and address right away—you've got just as good a chance as the next person to win one of these hundreds of wonderful prizes!



3 **1956 DODGE LANCER V-8's.** You may be one of the lucky winners of a dashing Dodge Coronet Lancer V-8! It's powered with the great new 175-h.p. Red Ram V-8 engine, superbly styled in decorator colors inside and out.



15 **RCA VICTOR HI-FI SETS.** You've never heard music sound so real! Magnificent $650 RCA Victor New Orthophonic High Fidelity "Victrola" radio-phonographs. Three speakers. Laboratory-balanced *system*. AM-FM radio, too!



10 **MINK STOLES.** Imagine having one of these natural ranch mink stoles for your very own! They're made by one of America's leading furriers for more than forty years, Morris Hessel, Inc., 231 West 29th Street, New York.



500 **LUXITE LINGERIE SETS.** Lovely lingerie "wardrobes" in white nylon tricot by Luxite! Lavish, lace-bordered gown and slip hemmed with a flounce of permanent pleats. Matching briefs. (Surf will keep them as white as new!)

Everybody gets a free gift in

ART LINKLETTER'S HOUSEPARTY GIVEAWAY!

That's right—every entrant receives a 10¢ coupon for Surf. No other detergent can get *all* your wash (cotton, rayon, *even dingy nylon)* as white and clean!



ART LINKLETTER, Box 1502, New York 46, N. Y.

Please enter me in your Houseparty Giveaway
(only 1 entry to a family, please)

My name is _____

My address is _____

Employees of Lever Brothers and their advertising agencies are not eligible to enter. All entries for the Houseparty Giveaway must be postmarked not later than midnight, October 21, received by midnight, October 31, 1955. Entries are restricted to continental U. S. A., Alaska and Hawaii.

Copyrighted material



This new hair tonic is **invisible!**

New Beau Kreml keeps hair neat with no unsightly oil or grease

Your hair falls *naturally* into place—stays that way all day

Entirely new principle grooms each hair individually

You've never seen a hair tonic quite like new Beau Kreml! And after it's on, you still won't see it. No one else will either!

Of course, *you* know it's there, 'cause your hair stays *naturally* in place. Whether your hair is tough and wiry or thin and light—it has met its master.

Entirely new principle

Instead of plastering your hairs together as old-type hair dressings do, new Beau Kreml grooms each hair individually. Each hair falls naturally *into place—and stays that way all day.*

Two special ingredients, developed exclusively for Beau Kreml, groom each hair individually . . . keep hair *natural*-looking . . . keep hair cleaner . . . leave hair greaseless—you'll never find any harmful stains on chairs, hats or pillowcases.

Men of good taste *never* let their hair dressing show. Use new Beau Kreml, the *invisible* hair tonic. At drug and toilet counters everywhere.



24

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Sophia replace Lollo—NEVER.

RICHARD E. HAWES
Philadelphia, Pa.

Sirs:

You show a picture from the film *Too Bad She's Bad* of Sophia Loren on the beach with actor "Raf Vallone." This is not Vallone but Marcello Mastroianni, one of Italy's most promising male stars.

DON GETZ
New York, N.Y.



SOPHIA AND MASTROIANNI

FAIR CLIMATE AT HOME

Sirs:

In your editorial "A Fair Climate at Home" (LIFE, Aug. 22), you state that almost everybody felt that the Navy made a mistake in withholding a commission from Midshipman Landy because his mother had been a Communist. If this is so the press has failed in informing the public on the difference between an individual who is disloyal and a loyal individual who may be a security risk because of circumstances beyond his control. Midshipman Landy falls in the latter category. In espionage work best results are obtained not by spectacular methods but by piecing together thousands of little bits of information gathered from different sources, and there is no better place to gather such information than an officer's household. Officers talk too loosely in the presence of their own and their messmate's families. Hence no responsible senior officer would wish to risk assigning such an officer to duties where an unguarded remark might compromise the safety of the United States.

FRANKLIN N. CUNNINGHAM
Boston, Mass.

● Loose talk by anyone breaches security. But the principle of "guilt by kinship" has just been rejected by Air Force Secretary Donald Quarles in a case similar to Landy's. The Air Force sought to remove Airman 3/C Stephen Branzovich from the reserve because his father had allegedly been a Communist. Secretary Quarles halted the action, declared Branzovich's service to be "consistent with national security."—ED.

MUSTACHED MUGS AT MELODRAMA

Sirs:

We are indeed pleased at the recognition given our summer theater ("Mustached Mugs at An Old Melodrama," LIFE, Aug. 22). However we are somewhat disturbed by your statement, "Playgoers are given big paper mustaches and a chance to be as

CONTINUED





Copyrighted material



Bostonian Lo-Slopes

#6302—Tropic Moccasin Blucher Oxford, Brown Beaver Grain.

The men who created those low, lean sport cars might have designed Bostonian's new *Lo-Slopes*, too! For these famous shoes suggest the same low sweep of line. Lower around the ankles, over the instep and fitted *perfectly* at the heel. And, in new Embertones, the deep color of this superb leather comes *shining* through! Try famous Bostonian® *Lo-Slopes* soon! Feel the difference in *all-over* foot comfort! *Most styles $17.95 to $25.95*

#5424—Keene, Wing Tip, Gunstock or Black Llama Calf.
#6304—Belair, Blucher, Charcoal or Black Grain.
#5451—Milano, Laceless Plain Toe, Black Mello Calf.



See how Lo-Slopes are lower around the ankle, lower on the instep, with regular heel height for fit.



©1955 Commonwealth Shoe & Leather Co., Whitman, Mass., Shoetown, U.S.A.

Copyrighted material



NOW—From PULVEX—A New Medical Discovery!

WORM YOUR DOG As You FEED Him!

NEW

PULVEX WORM CAPS

Worm Your Dog Easily—Safely—Effectively
WHILE HE EATS!

- **NO MORE STARVING!**
- **NO MORE STRUGGLING!**
- **NO MORE VOMITING!**
- **NO MORE DIARRHEA!**

At last! Say good-bye to the mess and bother of old-fashioned worm remedies. Thanks to a new PULVEX discovery—Piperazine Adipate*—you can now worm your pet *safely*, *quickly*, and in the easiest way possible.

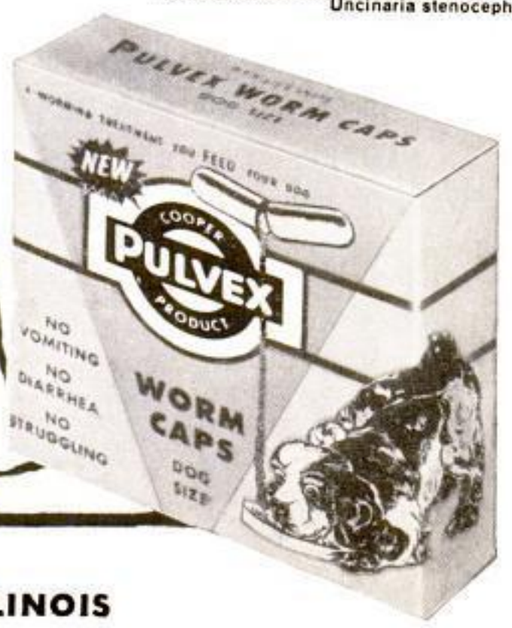
NEW PULVEX WORM CAPS are so easy to feed your dog...simply sprinkle the powder into your pet's regular food. That's all you do! New PULVEX Worm Caps, with Piperazine Adipate, do the rest...safely, effectively destroying the two common roundworms and the northern hookworm.**

NEW PULVEX WORM CAPS can keep your dog from ever building up a serious infestation of worms. You simply give your pet his regular dose of New PULVEX Worm Caps once a month and *forget* about worm problems.

NEW PULVEX WORM CAPS come in two convenient sizes; one for dogs, one for puppies. And if you own a cat, New PULVEX Worm Caps for cats and kittens also contain this new medical discovery, Piperazine Adipate, and make worming your cat simpler, safer than any other product in the world!

NEW PULVEX WORM CAPS are guaranteed to work. They come to you from the makers of famous **Pulvex Aerosol Flea-Killer**, **Pulvex Dri Shampoo**, **Pulvex Anti-Scratch Flea Powder** and other famous, top quality PULVEX pet care products. You *know* you're right with PULVEX!

*Pat. Appl. For. **Large Roundworms (Ascarids) Toxascaris leonina and Toxocara canis (in dogs and puppies) or Toxocara cati (in cats). Northern Hookworm: Uncinaria stenocephala.



ASK FOR NEW PULVEX WORM CAPS AT YOUR FAVORITE PET SHOP OR DRUG STORE TODAY AND WORM YOUR PET THE NEW PULVEX WAY ...WHILE HE EATS!

PULVEX CHICAGO 14, ILLINOIS

LETTERS TO THE EDITORS

CONTINUED

unruly as they like." We expect our guests to keep their comments and behavior well within the bounds of good manners and taste. Those few who do not are asked to leave so that they will not embarrass our other guests.

WAYNE and DOROTHY MACKIN
Cripple Creek, Colo.

SQUARING OFF FOR '56

Sirs:

Your picture of Adlai Stevenson ("Squaring Off for '56," LIFE, Aug. 22) shows clearly that he has no hole in the sole of his shoe—like the one that showed up in a famous photograph taken when he ran for President in 1952. This is evidently the result of three years of Republican prosperity. Now let the Democrats try to explain that.

SAMUEL D. ALRICH
Los Angeles, Calif.



ADLAI'S SHOES IN 1952



ADLAI'S SHOES IN 1955

ADOPTED MOTHER GOOSE

Sirs:

I was very happy to see your photos of Dr. Lorenz with his family of goslings ("An Adopted Mother Goose," LIFE, Aug. 22). This summer I have been mother to a duck from the time it was one week old. It follows me everywhere, understands a vocabulary of several words, is very alert and perceptive.

MRS. ROBERT RICHENBURG
Provincetown, Mass.

Sirs:

The *very* famous father of Dr. Konrad Lorenz was Dr. Adolf Lorenz, professor at the medical school of the University of Vienna. His "bloodless" surgery was used to rectify dislocation of the hips at birth, club feet, and other joint maladies. When he was a surgeon, the necessary scrubbing of

CONTINUED

Richer, Creamier, AERO SHAVE Saves 20¢ a Can!



JUST PUSH VALVE... OUT COMES LATHER!

- Richer, Creamier Lather
- Quicker, Slicker Shaves
- No Brush Needed
- No Greasy Cream
- No Razor Clog
- 3 Beard Softeners
- Contains Soothing Lanolin

Not 79¢.. Not 69¢.. Only 59¢

AERO SHAVE Lather Bomb

Also economical King Size—12 oz. only 98¢

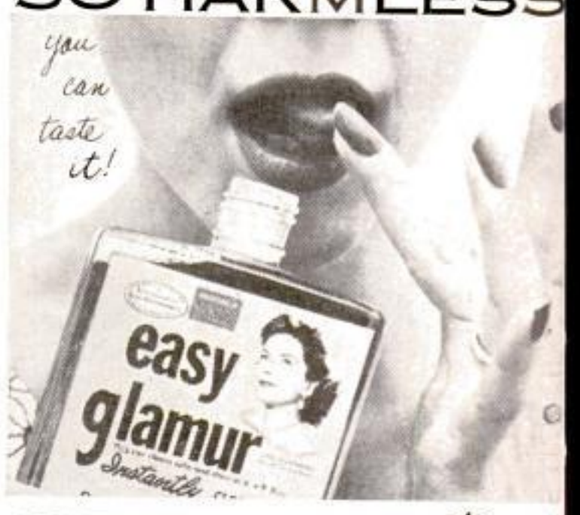
More people use

For more than 50 years 3-IN-ONE has been America's most popular household oil. If it works better with oil, it will work best with 3-IN-ONE.



"3-IN-ONE"® OIL

SO HARMLESS



SO EFFECTIVE we guarantee it!

NEW LIQUID

easy glamur

the modern no-work way to clean all RUGS and UPHOLSTERY

- Colors are instantly restored to original brightness.
- Lifts out every trace of dirt with **instant liquid action!** Leaves no ring marks.
- Just apply and let dry! No scrubbing, no vacuuming!
- **GUARANTEED** to outperform any other cleaner-or money back!
- Perfect for cleaning all car upholstery, too!

Guaranteed by Good Housekeeping

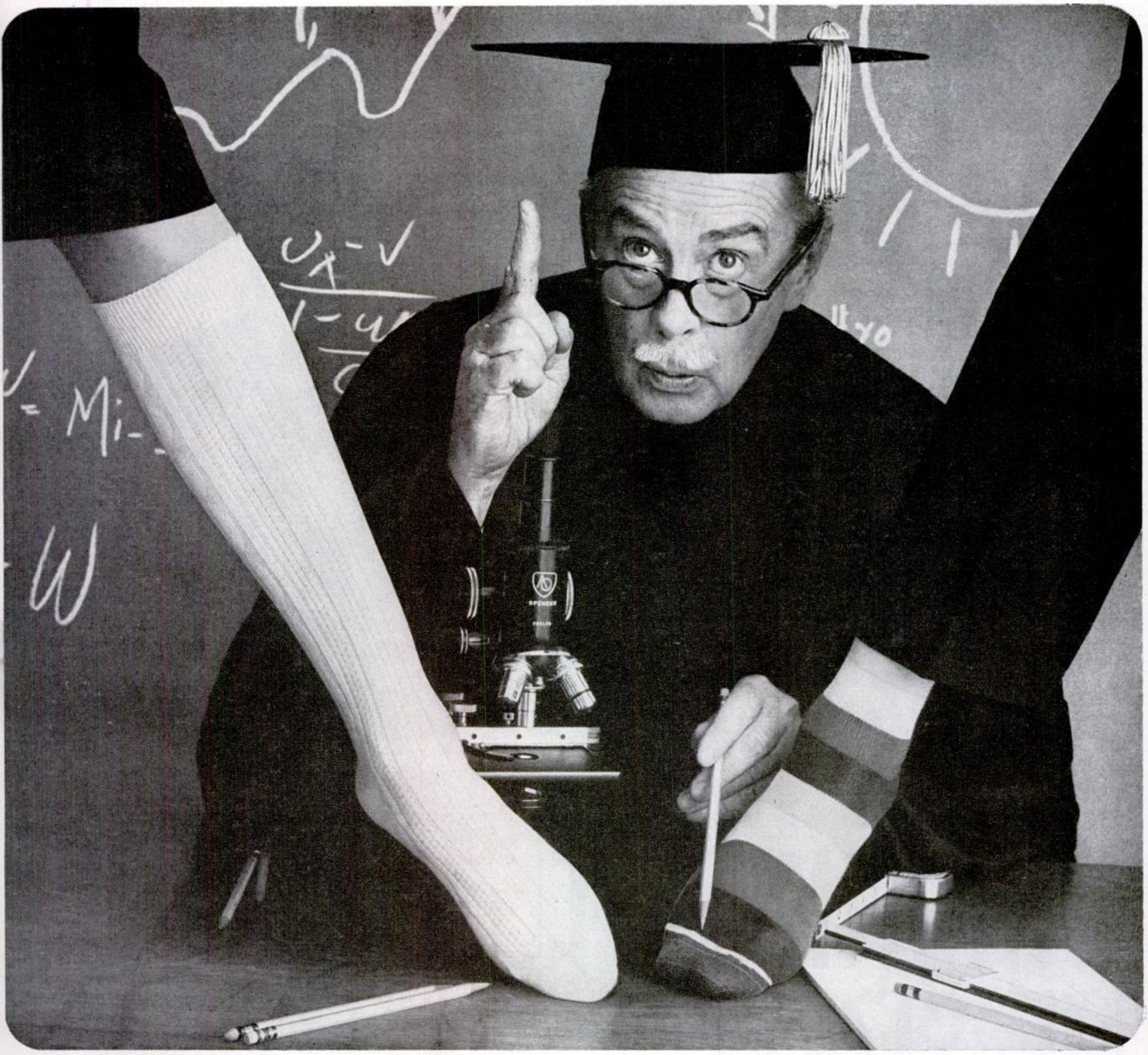


"BEAUTIFIES AS IT CLEANS!" says JINX FALKENBURG star of NBC television

Now at housewares counters everywhere.

Write for FREE booklet: "How to care for your rugs and upholstery." Glamur Products, Inc., Dept. L, Hosid Bldg., Syracuse 3, N. Y.

Copyrighted material



*Reg. U. S. Pat. Off. The Trade Mark for combed, mercerized cotton yarn that must meet high Quality Standards of Durene Association of America, 350 Fifth Ave., N. Y.

According to the Professor—

best socks for young feet

The Professor is our just-for-fun representative of a very serious new science that measures your comfort in terms of your clothing.

This science finds that in the all-important matter of foot health and comfort, socks made of Durene—the quality cotton yarn—do a better job than socks of any ordinary cotton or man-made fiber.

To give growing feet the advantages of great absorbency, crampless fit, extra good looks and wear, see that the socks you buy are labeled Durene! At stores everywhere.

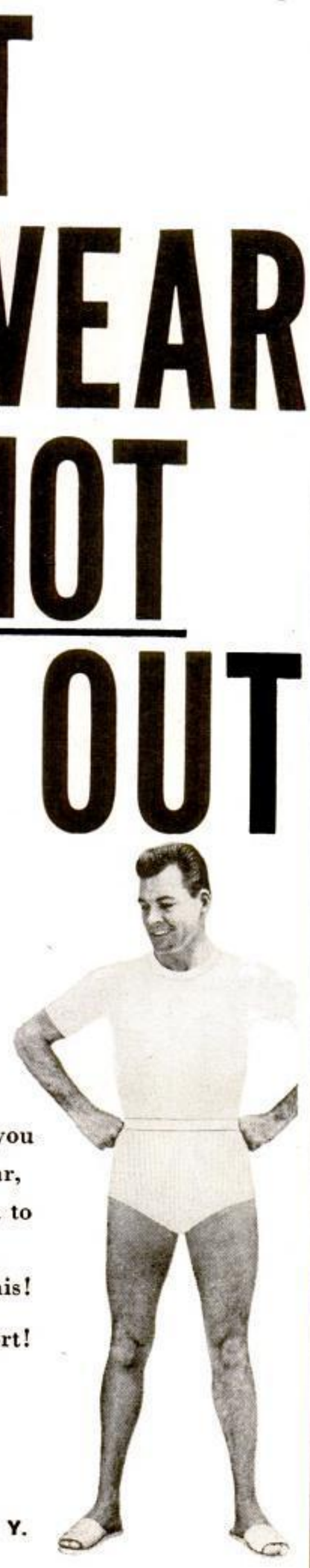
Durene*

The cotton yarn that makes a science of comfort

Copyrighted material

Now...you can experience more comfort than you have ever known!

REIS PERMA-SIZED KNIT UNDERWEAR WILL NOT SHRINK OUT OF SIZE!



REIS PERMA-SIZED® guarantees that the size you buy is the size it stays. **PERMA-SIZED** knitwear, exclusive with REIS, has the stamina to withstand countless launderings in *any* equipment. Laboratory tests prove this!

Change to **REIS PERMA-SIZED**—Live in comfort!

REIS ®

EMPIRE STATE BLDG. NEW YORK 1, N. Y.

LICENSEE IN CANADA: SUPER KNITTING MILLS CO., LTD.

LETTERS TO THE EDITORS

CONTINUED

his hands with antiseptics always induced a serious inflammation of the skin, so to avoid this he went into orthopedic surgery that was bloodless and did not require such complete disinfection of the hands. This method of treatment was a great boon to many unfortunate children crippled at birth, for till then there had been no help for them.

JULIA VIDITZ-WARD

New York, N.Y.

FORECASTS HOUSTON'S WEATHER

Sirs:

Houston's weather ball is interesting ("Colorful Forecasts for Houston's Weather," LIFE, Aug. 22) but has Minneapolis' weather ball never been brought to your attention? It is on top of the Northwestern National Bank building and can be seen for miles around.

NONA H. GUDAS

Baton Rouge, La.



MINNEAPOLIS' WEATHER BALL

LION DOWNS A HUNTER

Sirs:

Congratulations to Photographer DuPreez for not beating a hasty retreat ("Wounded Lion Downs a Hunter," LIFE, Aug. 22); congratulations to the lion for fighting back. It's about time the mighty hunters got scratched a bit.

JOHN JAECKEL

Detroit, Mich.

Sirs:

My thanks for printing the photographs of the wounded lion downing a hunter. The "sport" of most African hunting reminds me a great deal of bull fighting. The humans have a barricade to hide behind when the going gets rough. Next time let us give the lion a rifle.

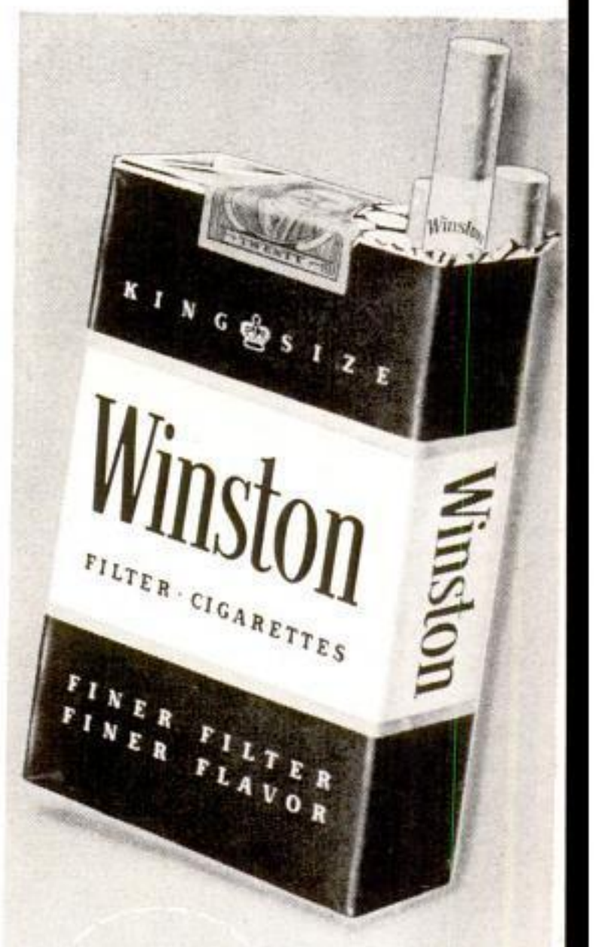
W. WOESTMAN

Altadena, Calif.

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

Please address all subscription correspondence to J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require three weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

Time Inc. also publishes TIME, FORTUNE, SPORTS ILLUSTRATED, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Stillman; Vice President and Secretary, D. W. Brumbaugh; Vice Presidents, Bernard Barnes, Allen Grover, Andrew Heiskell, C. D. Jackson, J. Edward King, James A. Linen, Ralph D. Paine, Jr., P. I. Prentice; Comptroller and Assistant Secretary, Arnold W. Carlson.



WINSTON TASTES GOOD-LIKE A CIGARETTE SHOULD!



GARRY MOORE



top-to-toe stretch dances attendance on your legs

BALLET

Brand S-t-r-e-t-c-h Stockings

A marvel of mobility—lovely sheer Ballet nylons that stretch from top-to-toe, caress your legs all day long with glamourous, wrinkle-free comfort. Three sizes—one perfect for you.

$1.35 to $1.95 a pair

*Ballet Brand Sheer S-t-r-e-t-c-h Stockings

BURLINGTON HOSIERY CO. A MEMBER OF BURLINGTON INDUSTRIES

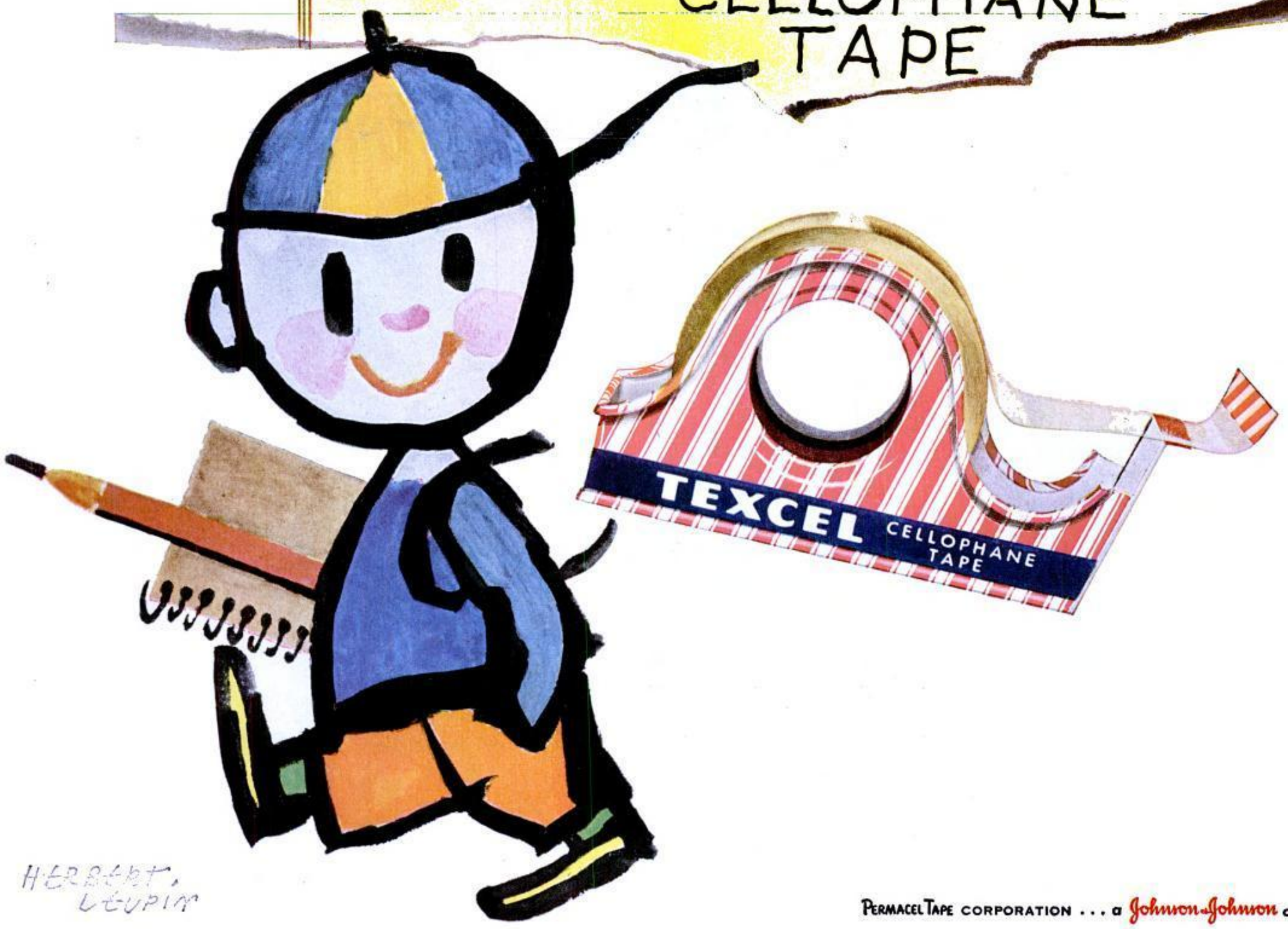
*TRADE MARK

Copyrighted material

It's time to buy
back-to-school supplies

TEXCEL®

CELLOPHANE TAPE



HERBERT LEUPIN

PERMACEL TAPE CORPORATION . . . a Johnson & Johnson company

Copyrighted material

A RIP ROARIN' ROUNDUP

Sealtest

TRADE MARK

Western

ICE CREAM



BRAND NEW! MIGHTY DELICIOUS!

Corral yourself some real eatin' pleasure! Here's a larrupin' new flavor just chock-full of downright goodness. It's ice cream as only Sealtest makes it. Round up some today!

Copyrighted material

WITH

Almond

Sealtest ICE CREAM

SEE SPECIAL OFFER on end flap

Sealtest TRADE MARK ICE CREAM

Western Almond

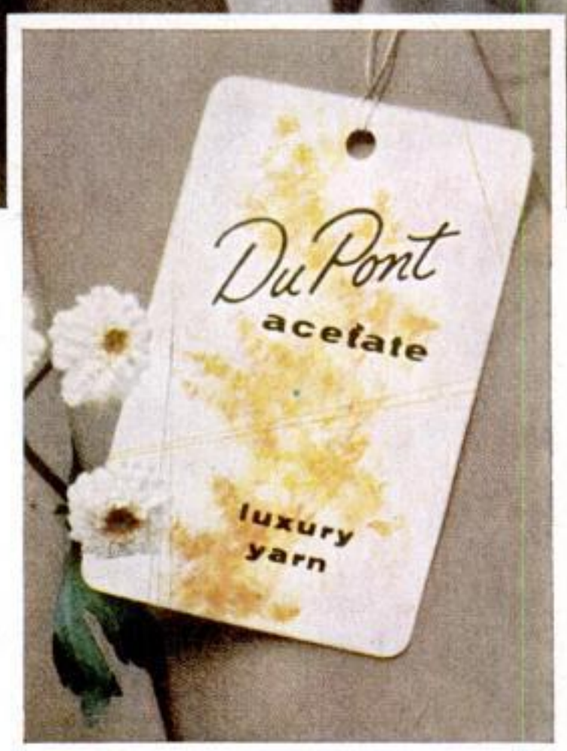
SPECIAL OFFER!
4 FAMOUS WESTERN CATTLE BRANDS ONLY 10¢
Have mother iron them on! They look great on shirts, handkerchiefs, caps!
BROKEN ARROW BRAND

TO GET YOUR SET OF 24 WESTERN CATTLE BRANDS
JUST TEAR OFF THIS FLAP AND MAIL IT WITH
ONLY 10¢
AND YOUR NAME AND ADDRESS
(please print plainly)
TO
WESTERN CATTLE BRANDS
BOX 195 New York 46, N. Y.
THIS OFFER EXPIRES DEC. 31, 1955

TO OPEN - LIFT THIS FLAP

Suzy Perette designs satin of 100% Du Pont Acetate in mink, coral, periwinkle, ice blue, black. Sizes 8-16. About $30. Russek's, N. Y. C.; John Wanamaker, Phila.; Filene's, Boston; The Broadway, Los Angeles.





Du Pont Acetate inspires . . .

THIS LOOK OF ELEGANCE

Synonymous with the soft glow of candlelight and gleaming silver—the mannered beauty of Du Pont Acetate. You'll see it in this season's rich fabrics—satin, velvet, brocade, taffeta. This fiber brings them a matchless wealth of color . . . enhances fashion's simplicity of cut—with gentle draping. Your entrée to this soft-spoken loveliness—the Du Pont Acetate tag of beauty.

DU PONT
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
. . . *THROUGH CHEMISTRY*

Copyrighted material

GEE!



Mom and Dad Chose a NEW Wurlitzer Piano!



Youngsters and adults alike are quick to recognize the superb tone and flawless performance of a Wurlitzer Piano. These important musical qualities and the inspirational beauty of a Wurlitzer designed *case create a piano that completely satisfies your family's every musical desire.*



Wurlitzer Piano Model 2400 Mahogany

More People Buy Wurlitzer Pianos Than Those of Any Other Name

Visit Wurlitzer on Disneyland's Main Street U.S.A., Walt Disney's Magic Kingdom in Anaheim, California.

WURLITZER The Name That Means Music in Disneyland

WURLITZER PIANOS

The Rudolph Wurlitzer Company—DeKalb, Illinois

Rudolph Wurlitzer Co.
Dept. L, DeKalb, Ill.
Please send me full color literature and the name of the nearest authorized Wurlitzer dealer.
Name.....
Address.....
City.....Zone.....State.....

LIFE

EDITOR-IN-CHIEF.....Henry R. Luce
PRESIDENT.....Roy E. Larsen

MANAGING EDITOR
Edward K. Thompson
DEPUTY MANAGING EDITOR
Robert T. Elson
ASSISTANT MANAGING EDITORS
Philip H. Wootton Jr.
George P. Hunt
John K. Jessup..CHIEF EDITORIAL WRITER
Charles Tudor.....ART DIRECTOR
Joseph Kastner.....COPY EDITOR
Marian A. MacPhail..CHIEF OF RESEARCH
Ray Mackland.....PICTURE EDITOR
Hugh Moffett.....NATIONAL AFFAIRS
Gene Farmer.....FOREIGN NEWS
William Jay Gold.....ARTICLES
Kenneth MacLeish, } ASSISTANTS TO THE
Donald Bermingham } MANAGING EDITOR
STAFF WRITERS: Herbert Brean, Roger Butterfield, Robert Coughlan, Emmet Hughes, John Osborne, Robert Wallace.
PHOTOGRAPHIC STAFF: Margaret Bourke-White, Edward Clark, Ralph Crane, Loomis Dean, John Dominis, David Douglas Duncan, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman N. R. Farbman, Andreas Feininger, Albert Fenn, Fritz Goro, Allan Grant, Yale Joel, Robert W. Kelley, Dmitri Kessel, Wallace Kirkland, Nina Leen, Thomas McAvoy, Leonard McCombe, Francis Miller, Ralph Morse, Carl Mydans, Gordon Parks, Michael Rougier, Walter Sanders, Frank J. Scherschel, Joe Scherschel, George Silk, George Skadding, Howard Sochurek, Peter Stackpole, Grey Villet, Hank Walker.
ASSISTANT PICTURE EDITORS: Frank Campion, Landon Knight.
FILM EDITORS: Margaret Sargent, Nancy Bragdon, Barbara Brewster.
ASSOCIATE EDITORS: Ralph Graves, William P. Gray, Mary Hamman, John Jenkisson, Sally Kirkland, William Miller, Tom Prideaux, Marshall Smith, Claude Stanush, A. B. C. Whipple.
ASSISTANT EDITORS: William Brinkley, Earl Brown, Robert Campbell, Charles Champlin, Robert Drew, Terry Drucker, Lee Eitingon, Nancy Genet, Muriel Hall, Enno Hobbing, William Houseman, Edward Kern, William Knapp, Mary Leatherbee, Scot Leavitt, James Lipscomb, John Luter, Eleanor Parish, Joseph Roddy, Norman Ross, Don Schanche, David Scherman, Dorothy Seiberling, George Shiras, Mary Lou Skinner, David Snell, John Stanton, Margit Varga, Valerie Vondermuhll, Warren Young, David Zeitlin.
REPORTERS: Richard Anthony, Elizabeth Baker, Mary Elizabeth Barber, Margaret Bassett, Patricia Blake, Peter Bunzel, Margery Byers, Helen Carlton, Barbara Dawson, Anne Denny, Laura Ecker, Tadd Fisher, James Goode, Gerry Gruen, Kathleen Hampton, Terry Harnan, Robin Hinsdale, Judith Holden, Grayce Horan, Monica Horne, Patricia Hunt, Nancy King, Ruth Lynam, Robert Mason, George McCue, Joann McQuiston, Jane Nelson, Loretta Nelson, Susan Neuberger, Clara Nicolai, Sheila O'Connor, Patsy Parkin, Maya Pines, Henriette Roosenburg, Marjorie Runnion, Jane Scholl, Virginia Shevlin, Kathleen Shortall, Jeanne Stahl, Marion Steinmann, Richard Stolley, Tatiana Strage, Jean Strong, Lucy Thomas, Alice Thompson, William Trombley, Thomas Wheeler, Margaret Williams, Jane Wilson, Sharon Workman, Caroline Zinsser.
COPY READERS: Helen Deuell (Chief), Dorothy Illson, Barbara Fuller, Virginia Sadler, Suzanne Seixas, Marguerite Toole, Rachel Tuckerman.
LAYOUT: Bernard Quint, David Stech (Assistant Art Directors), William Gallagher, Hilde Adelsberger, Matt Greene, Earle Kersh, Albert Ketchum, Anthony Sodaro, Richard Valdati, John Woods.
PICTURE BUREAU: Natalie Kosek (Chief), Mary Carr, Betty Doyle, Margaret Goldsmith, Ruth Lester, Maude Milar.
PHOTOGRAPHIC LABORATORY: William J. Sumits (Chief), George Karas.
PICTURE LIBRARY: Alma Eggleston (Chief), Doris O'Neil, Phyllis Sternau.
U.S. & CANADIAN NEWS SERVICE: Lawrence Laybourne (Chief of Correspondents), Irene Saint, Tom Carmichael, Helen Fennell, William Pain. **Bureaus**—WASHINGTON: James Shepley, Oliver Allen, Mary Cadwalader, Clay Felker, William Goolrick Jr., Will Lang; CHICAGO: T. George Harris, Roy Rowan, Jane Estes, Dora Jane Hamblin, Bayard Hooper, Richard Meryman Jr.; LOS ANGELES: Barron Beshoar, Loudon Wainwright, Shana Alexander, Philip Kunhardt Jr., James Lebenthal, Robert Morse, Frank Pierson; ATLANTA: William Howland, Marshall Lumsden; BOSTON: William Johnson, Wilbur Jarvis; DALLAS: Frank McCulloch, Henry Suydam Jr.; HOUSTON: Willard Rappleye Jr.; DENVER: Ed Ogle, Robert Ajemian; DETROIT: Norman E. Nicholson, Leon Jaroff; SAN FRANCISCO: Richard Pollard, John Porter; SEATTLE: Robert Schulman, Russell Sackett; OTTAWA: Harry Johnston; MONTREAL: Byron Riggan; TORONTO: Robert W. Glasgow.
FOREIGN NEWS SERVICE: Manfred Gottfried (Chief of Correspondents), John Boyle, George Caturani. **Bureaus**—LONDON: Andre Laguerre, Donald Burke, Beatrice Dobie, John Mulliken; PARIS: Frank White, John Thorne, Timothy Foote, Mathilde Camacho, Gabrielle Smith; BONN: James Bell, John Dille; ROME: Robert Neville, Milton Orshefsky; MADRID: Thomas Dozier; JOHANNESBURG: Edward Hughes; MIDDLE EAST: Keith Wheeler; NEW DELHI: James Burke, Alexander Campbell: SINGAPORE: Dwight Martin, Donald Wilson, John Mecklin; TOKYO: Curtis Prendergast, James Greenfield: MEXICO CITY: David Richardson; GUATEMALA CITY: Harvey Rosenhouse; RIO DE JANEIRO: Piero Saporiti; BUENOS AIRES: Philip Payne.

PUBLISHER.....Andrew Heiskell
ADVERTISING DIRECTOR....Clay Buckhout

Why do so many success-minded people take the Dale Carnegie Course?



DR. GEORGE S. BENSON, President, HARDING COLLEGE, SEARCY, ARKANSAS,

Prominent U. S. educator, author, lecturer and commentator,

SAYS:

"The Dale Carnegie Course has developed members of our faculty in an astonishing way. It has given them a new clarity of expression, new poise and confidence. It is the best type of training I have ever experienced to help men and women develop their abilities in speaking and human relations."



The Dale Carnegie Courses

EFFECTIVE SPEAKING • HUMAN RELATIONS • MEMORY TRAINING

43 years of training 450,000 men and women for leadership.
Classes in 750 cities throughout the world.

Send for the free booklet, What the Dale Carnegie Course Can Do For You...
Dale Carnegie Institute, Dept. 12, 22 West 55th Street, New York 19, New York

Copyrighted material

America's Number 1 Breakfast

deserves America's Number 1 Pepper!



...the magic touch that makes good food taste better!

Try McCormick or Schilling full-strength black pepper. See how this *pure* pepper brightens up the flavor, to give even familiar favorites a new, warm, wonderful glow! You *can't* go wrong with McCormick or Schilling Black Pepper. Make either one *your* brand.

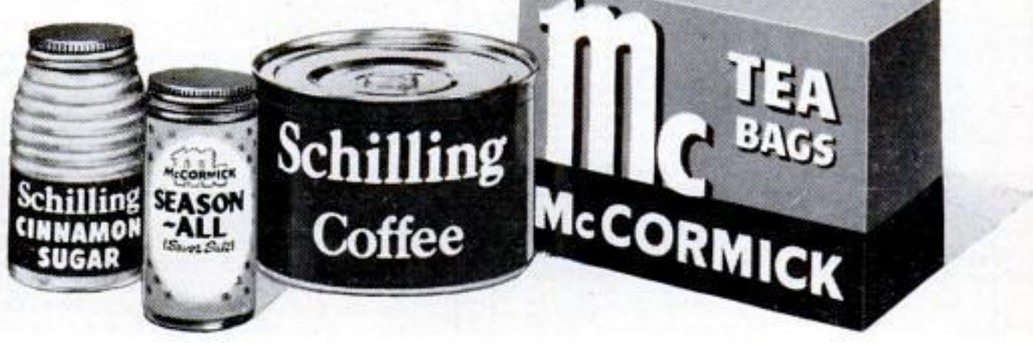
one famous emblem ...

two great brands ...

McCORMICK

and

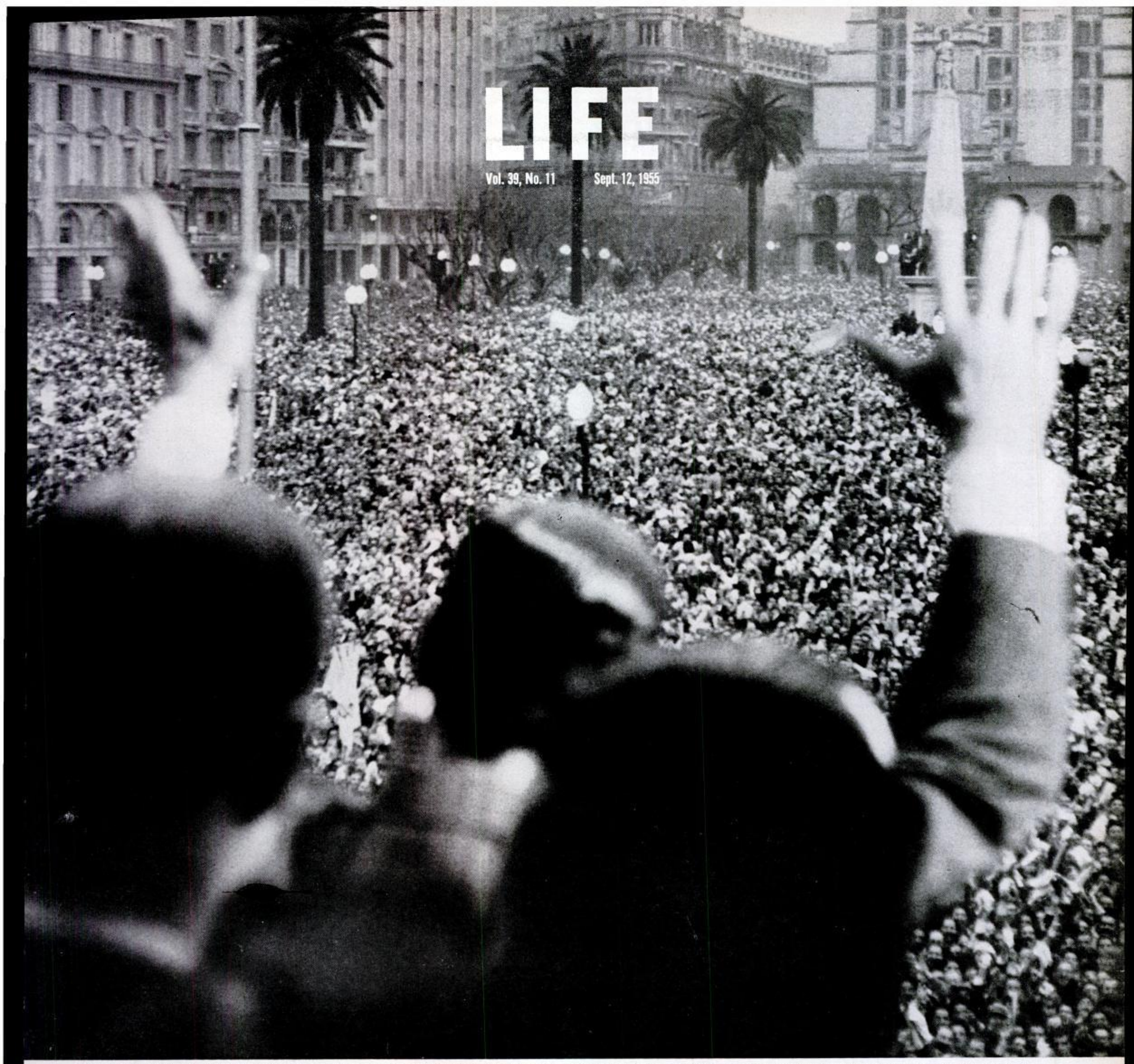
Schilling



THE HOUSE OF McCORMICK

Copyrighted material

LIFE
Vol. 39, No. 11 Sept. 12, 1955



JUAN PERON STANDS AMONG HIS AIDES OVER THE PLAZA DE MAYO AND SHOUTS TO THE CROWD MASSED BELOW THAT THE TIME HAS NOW COME FOR BATTLE

STEP BY STEP, HOW PERON ENDED 'TRUCE' WITH

A CRY FOR BLOOD IN ARGENTINA

Wildly flailing his arms, Juan Domingo Perón shouted to the square packed with his followers: ". . . he who in any place tries to disturb order . . . may be slain by any Argentine. . . . When one of our people falls, five [of the enemy] will fall. This is the final warning . . . we give to the enemies of the people." With this furious incitement to bloodshed, the Argentine dictator last week broke off the strange period of political truce that had existed in Argentina.

The truce had begun in July, after Perón's regime had been shaken by its head-on clash with the Catholic Church and the abortive rebellion that followed (LIFE, June 27). Perón had switched to a more liberal policy. He gave his opposition some freedom, appeased the Church and generally acted like a peacemaker. Though some Argentines rejoiced at the truce, others were uneasy. And they were right. The pictures on the following pages show exactly how, step by step, Perón used the truce to flush out his foes (*pp. 36, 37*), rebuild his own political machine (*pp. 38, 39*) and finally set the stage (*pp. 40–43*) for the harangue from the balcony which clearly revealed what the object of all his long maneuvering had been.

Photographed for LIFE by CORNELL CAPA

Copyrighted material

THE TRUCE BRINGS OUT WARY OPPOSITION



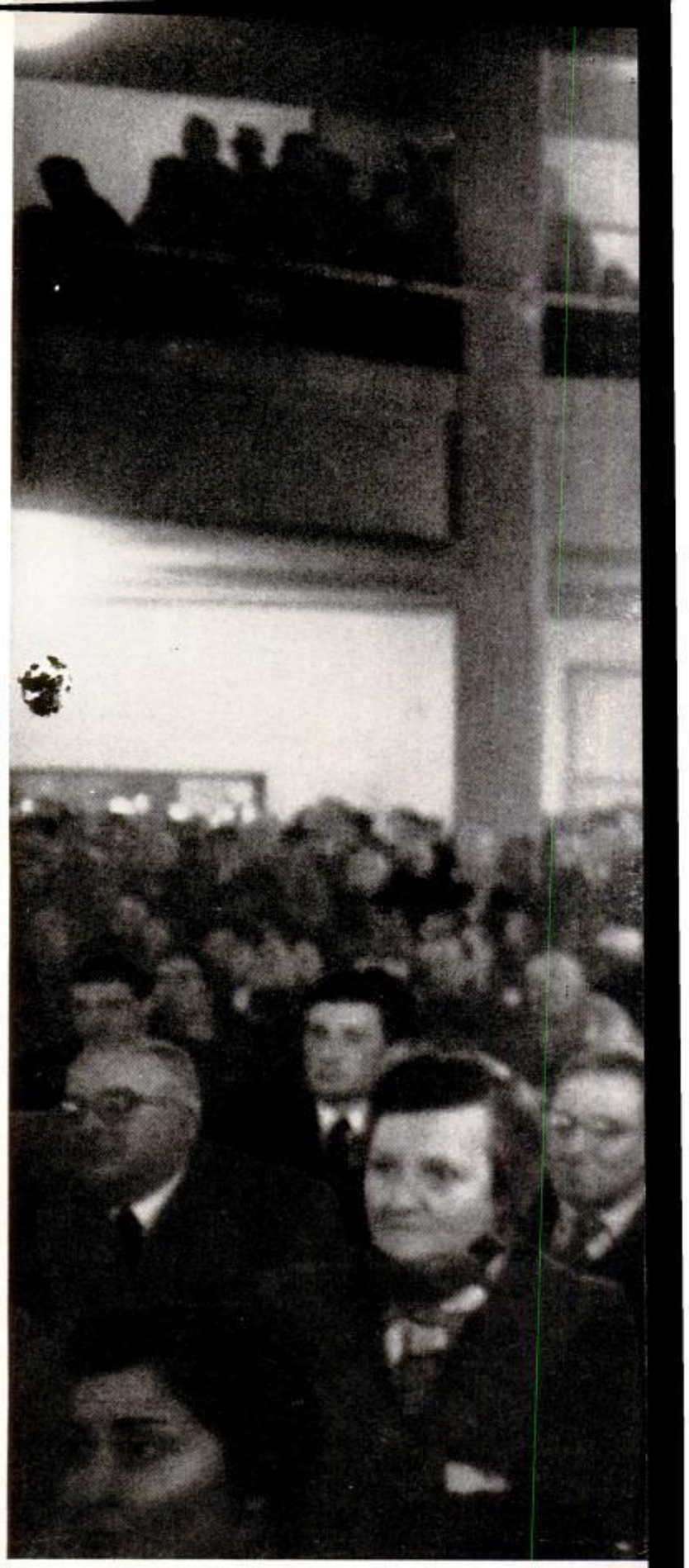
TOP ANTI-PERONISTA, Radical leader Frondizi, was allowed to broadcast criticism of regime in truce period. Radicals are largest opposition party.

The first step in Perón's maneuver was to let his long-silenced opposition speak out a bit. Arturo Frondizi, Radical party leader, was allowed to speak on the radio, a privilege that no anti-Peronista had had since 1946. Frondizi warned his followers that the truce seemed to be "another form of submission." Only in a few cases did popular resentment really come to the surface. Doctors and lawyers staged protests against the police murder of a Communist physician. A curious byplay was the attitude of the Communist party. Though it backed Perón in 1946 and officially remains neutral toward him, it took advantage of the truce to make a political hero of a murdered party member.

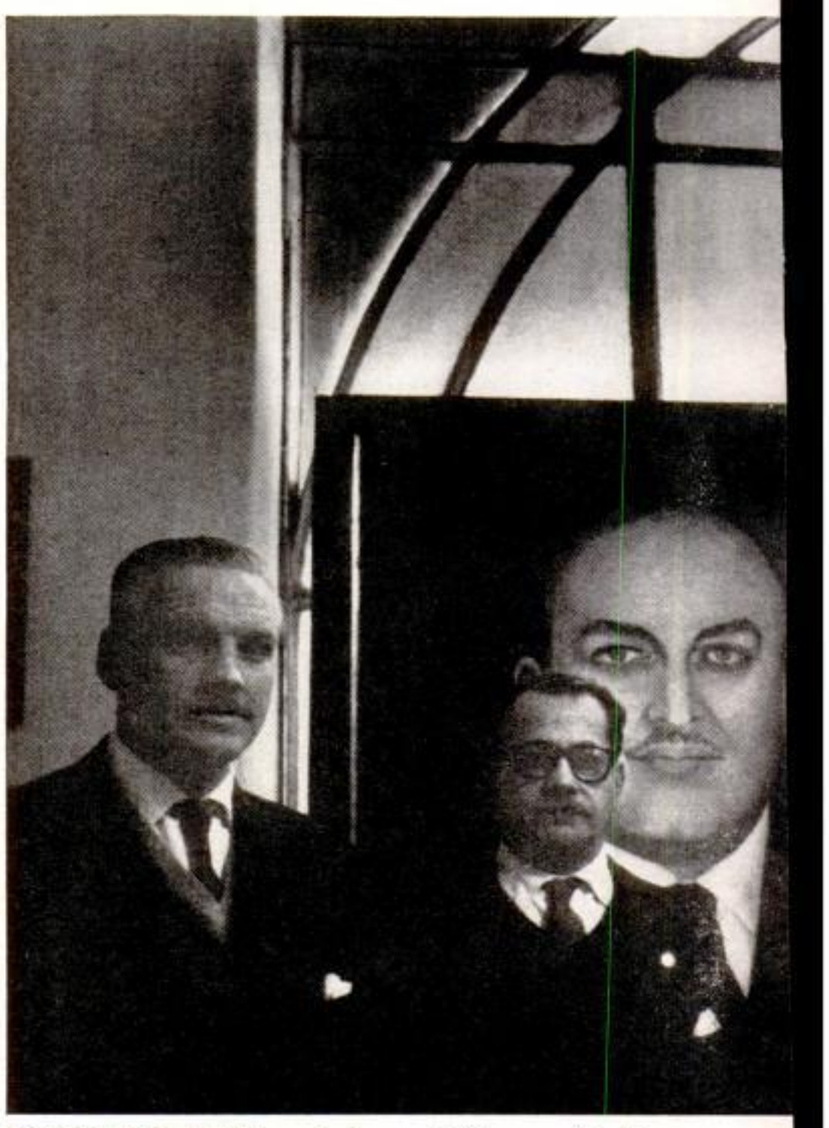
The period of truce was far too short for the opposition to become effective. But it was long enough for Perón's government to fabricate charges that the opposition was plotting treason and committing political murder, and thus to have the pretexts for new repression.



THROUGH THE BARS of a house window, obeying the letter of a Perón law against street meetings and deliberately providing a symbol of the Peronista suppression, Radical Youth Leader Roberto Cabiche denounces Perón's truce: "The peace we are offered," he says, "is the peace of slaves."



GATHERED HOPEFULLY IN A RADICAL CLUBHOUSE



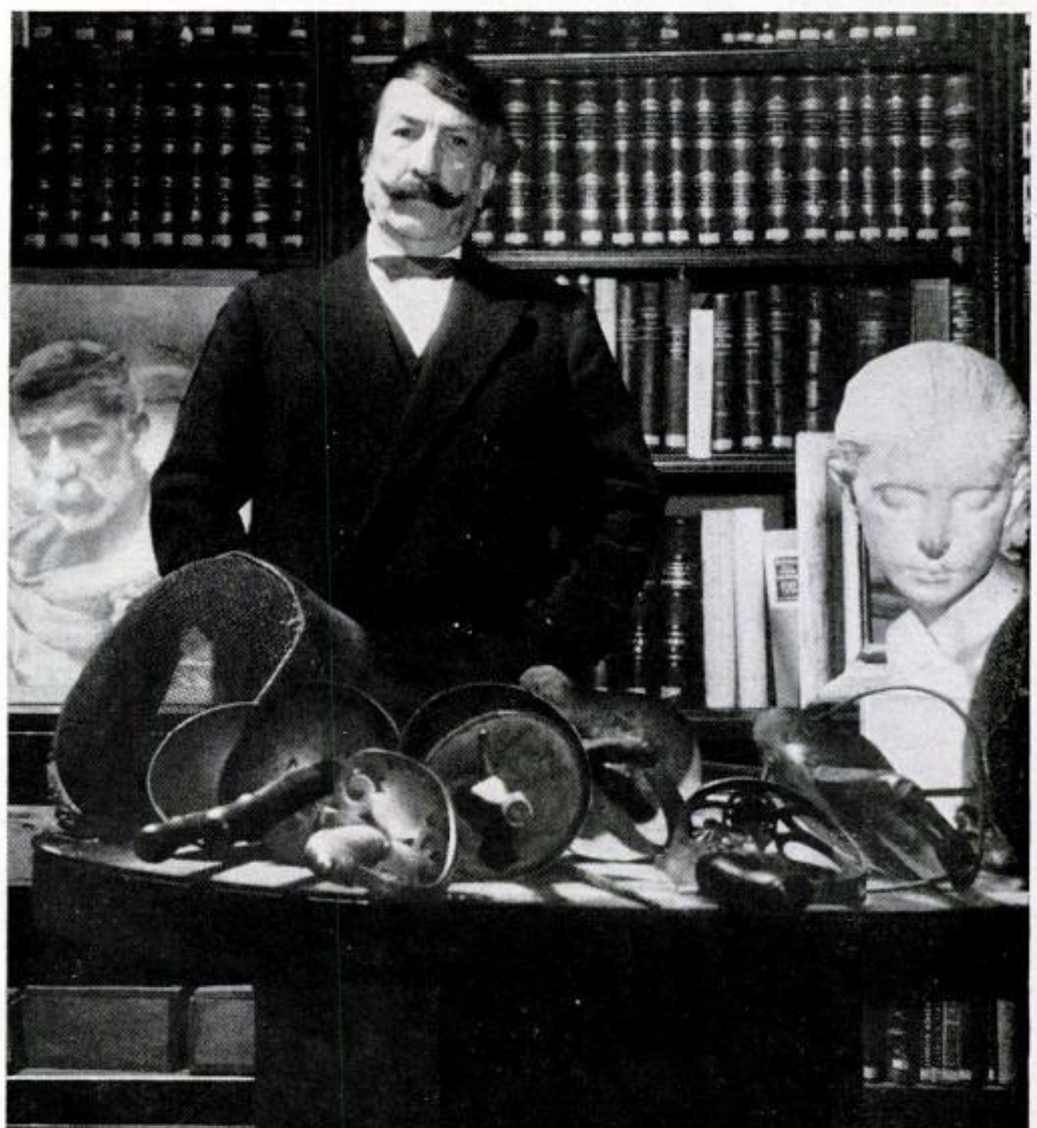
ROSARIO'S REDS made hero of Communist Dr. Juan Ingalinella (*portrait, left*), who died after torture by police. Perón legalized Communist party.

Copyrighted material

DURING THE BRIEF DAYS WHEN PERON SEEMED SHAKEN BY THE MILITARY REVOLT AGAINST HIM, CROWD HEARS THEIR LEADERS DEMAND END TO MARTIAL LAW



SOCIALIST SWORDSMAN, Dr. Alfredo Palacios, 75, wit, educator, courtly duelist and party leader, works amid the romantic mementos of a bygone age. Socialist party was badly split in 1953 when its left wing went over to Perón.



CONTINUED

Copyrighted material



IN BUST FACTORY standardized statuary of Perón and the late Eva is turned out in large quantities. This is only factory authorized to make official sculpture.



IN CHILDREN'S VILLAGE, erected by Eva Perón in Buenos Aires, 350 poor children live and play amid scaled-down villas, shops, bank, school and church.



THE GOOSE-STEPPING ARMY, WHICH DEFENDED PERON IN RECENT REVOLT,

PERON BUILDS UP HIS STRENGTH: GOOSE-STEPPERS, MEMORY OF EVA

Copyrighted material



COMES OUT TO PARADE IN HONOR OF SAN MARTIN, ARGENTINA'S LIBERATOR

During the truce Perón moved to marshal the traditional sources of his strength—his goose-stepping army, the masses, the memories of his late wife Eva. He had the military leaders of the July revolt locked up and assured himself of the loyalty of his other commanders. In his politicking Perón showed at his practiced best. He appeared among the people like a benevolent father, all geniality until the time for his move came.



IN SIX-HOUR VISIT to a boys' club he had set up, Perón handed out wallets with 1,000-peso notes as prizes for the winners of a basketball tournament.



IN INFORMAL TALK Perón hunches down among education officials and students and preaches his political doctrines. He makes big play for youth support.

Copyrighted material



BUILDING UP STEAM for Perón two nights before the rally, women in Buenos Aires' Avellaneda district cheer speakers who came around in squads, screeching demands that everyone turn out for the general.



PUTTING UP PROPS for the rally, workers hoist posters of Perón and Eva to a balcony. Meanwhile technicians were all ready to set up their equipment for the nationwide radio and television broadcasts.



MARCHING TO THE SQUARE (*above*) on big day, minor union officials who are veterans at quickly

WELL-DRILLED GROUP SETS THE BIG SCENE

On the day when Perón planned to throw off the mask of tolerance, everything was minutely planned. To start it off Perón made a sham offer to resign. It was made public over a nationwide radio hookup by pro-Perón leaders who immediately called for a general strike and a huge rally that should remain in the Plaza de Mayo until Perón consented to stay on. Peronista agitators had millions of leaflets ready. And in outlying towns the trucks had been standing by since dawn to bring demonstrators into Buenos Aires. All day long the vast mob packed into the Plaza de Mayo, standing or perching wherever it could. When it was dusk and the demonstration had reached its highest pitch, the star performer came on (*next page*).

Copyrighted material

mobilizing mobs on short notice, carry signs identifying them as members of nationwide C.G.T. union.

SHOUTING FOR PERON, crowds in the Plaza de Mayo grow steadily larger all through the afternoon.

Most of the groups carry signs identifying themselves and declaring solidarity with the dictator.



CONTINUED

Copyrighted material



WALKING TO BALCONY, Perón and Vice President Alberto Teisaire pass through the government house. Painting on wall is of earlier Perón triumph in Plaza de Mayo, coming to power on Oct. 17, 1945.

FROM SHRIEKING MOB HE GETS HIS ANSWER

Perón appeared smiling, then shed a few grateful tears as he began addressing the expectant multitude. In the middle of his harangue he suddenly withdrew his resignation. This surprised nobody.

The sham of the resignation was more transparent than Perón's motive in staging it. The best guess was that he had again seized on the right moment to consolidate his power. He quickly asked for—and got—a law placing Buenos Aires in a state of siege.

Another motive may have been to show, with the 10th anniversary of his emergence as a strong man coming up next month, that he could still call out the mob. As Juan Perón stood on the balcony inveighing against all his enemies, his followers in the Plaza de Mayo brayed an answer: "Hang them! Kill them!"



ON THE BALCONY Perón gets exultant hug from General Franklin Lucero who defeated navy revolt.



Copyrighted material



Copyrighted material

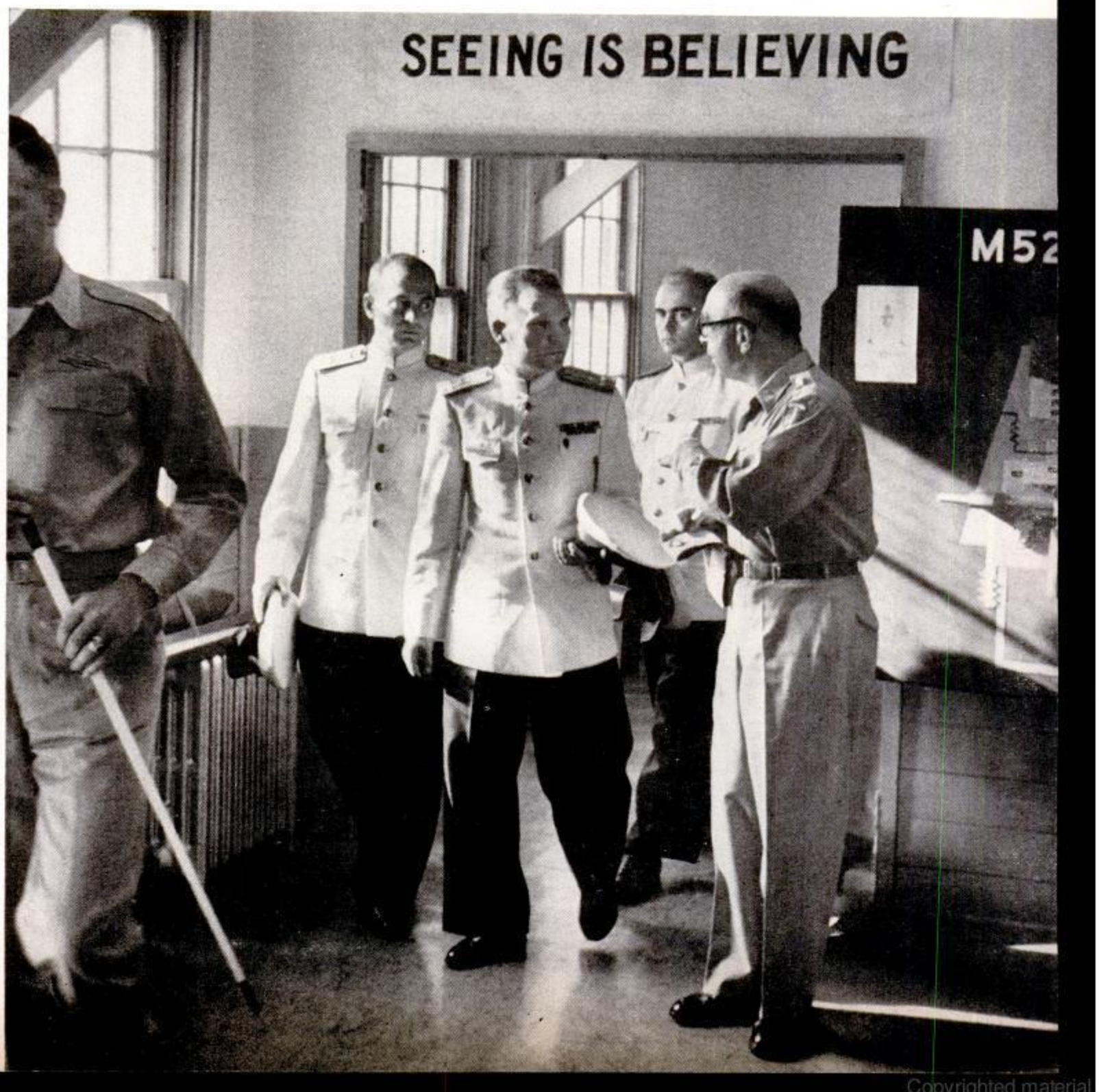
A LOOK AT THE WORLD'S WEEK





AMUSED AMBASSADOR AND A WARNING SIGN

At the United Nations in New York, Ambassador Henry Cabot Lodge urged support of the U.S. plan for an East-West swap of arms blueprints. Then, at a press briefing, he joked with photographers behind a sign that summed up the West's feelings on the big cold war thaw.



Copyrighted material



ROMAN HOLIDAY
ON A $32,000 JACKPOT

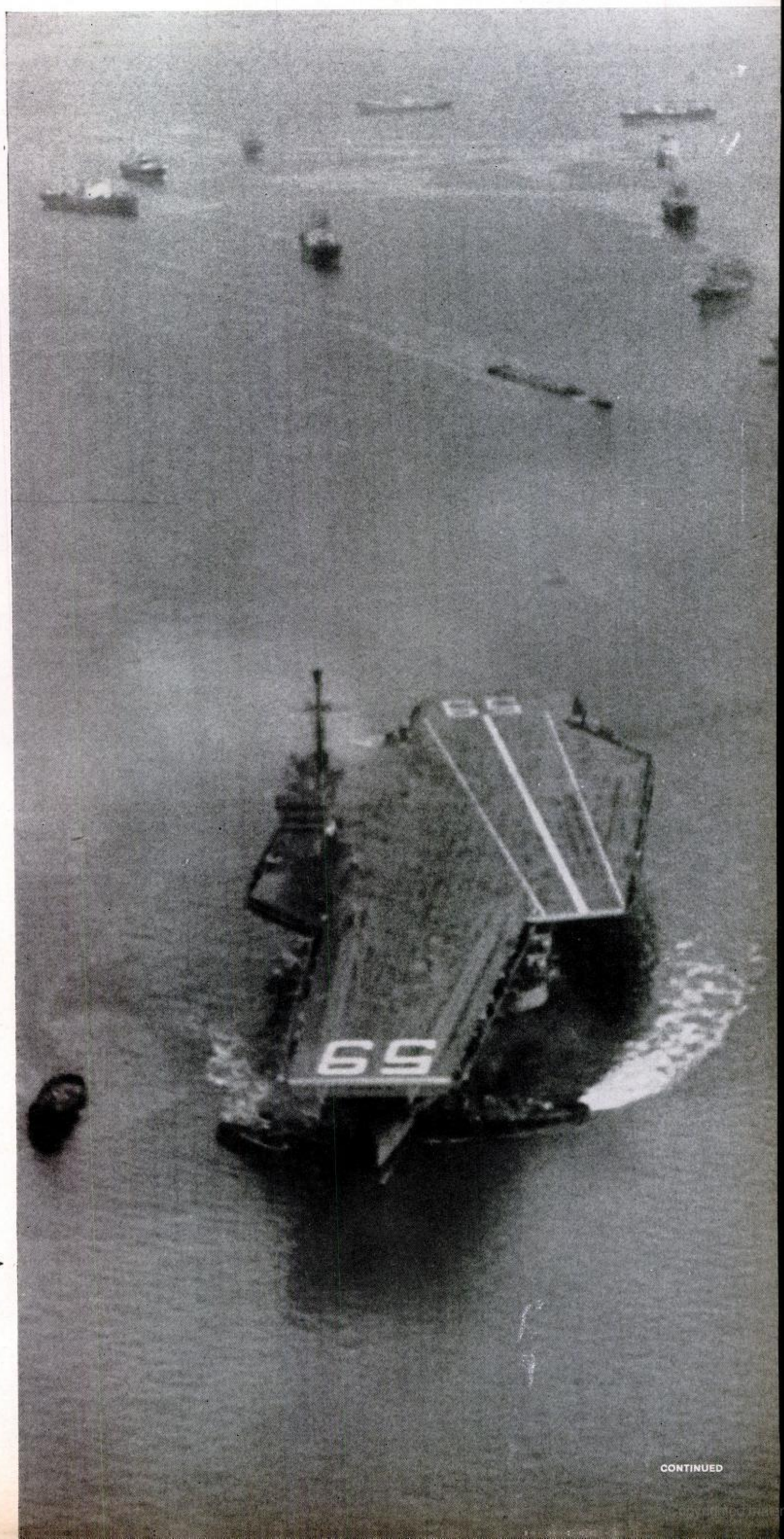
Shoemaker Gino Prato (*center*), the opera expert who won $32,000 on *The $64,000 Question*, took his family to Rome where he met another U.S. hero of the Italians, Joe DiMaggio. With Ambassador Clare Boothe Luce they strolled to a sidewalk cafe for an orange juice.

← RED RUBBERNECKS
AT A U.S. ARMY BASE

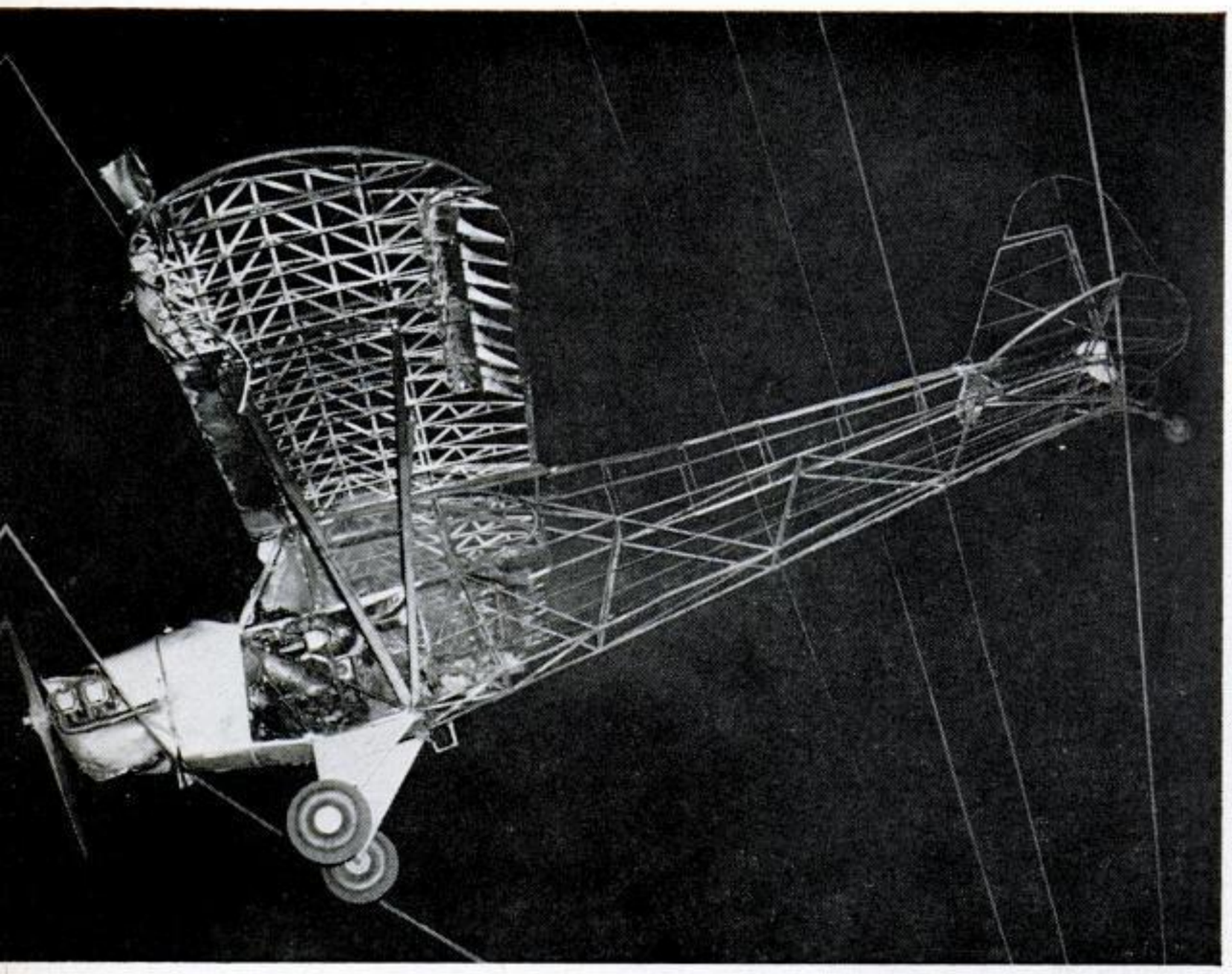
Under reciprocal agreement with the U.S.S.R., three Red army officers toured Fort Benning, Ga. Despite the sign they walked under, they gave little hint of believing or disbelieving anything they saw. One item seemed to interest them particularly: a mechanical potato peeler.

VEXATION FOR A VESSEL →
ON TEST VOYAGE

Slicing through the Atlantic on sea trials before delivery to the Navy, the supercarrier *Forrestal*, with angled flight deck for near-simultaneous take-offs and landings, burned out bearings on two of four propellers. She had to limp sadly back to Newport News for repairs.



CONTINUED

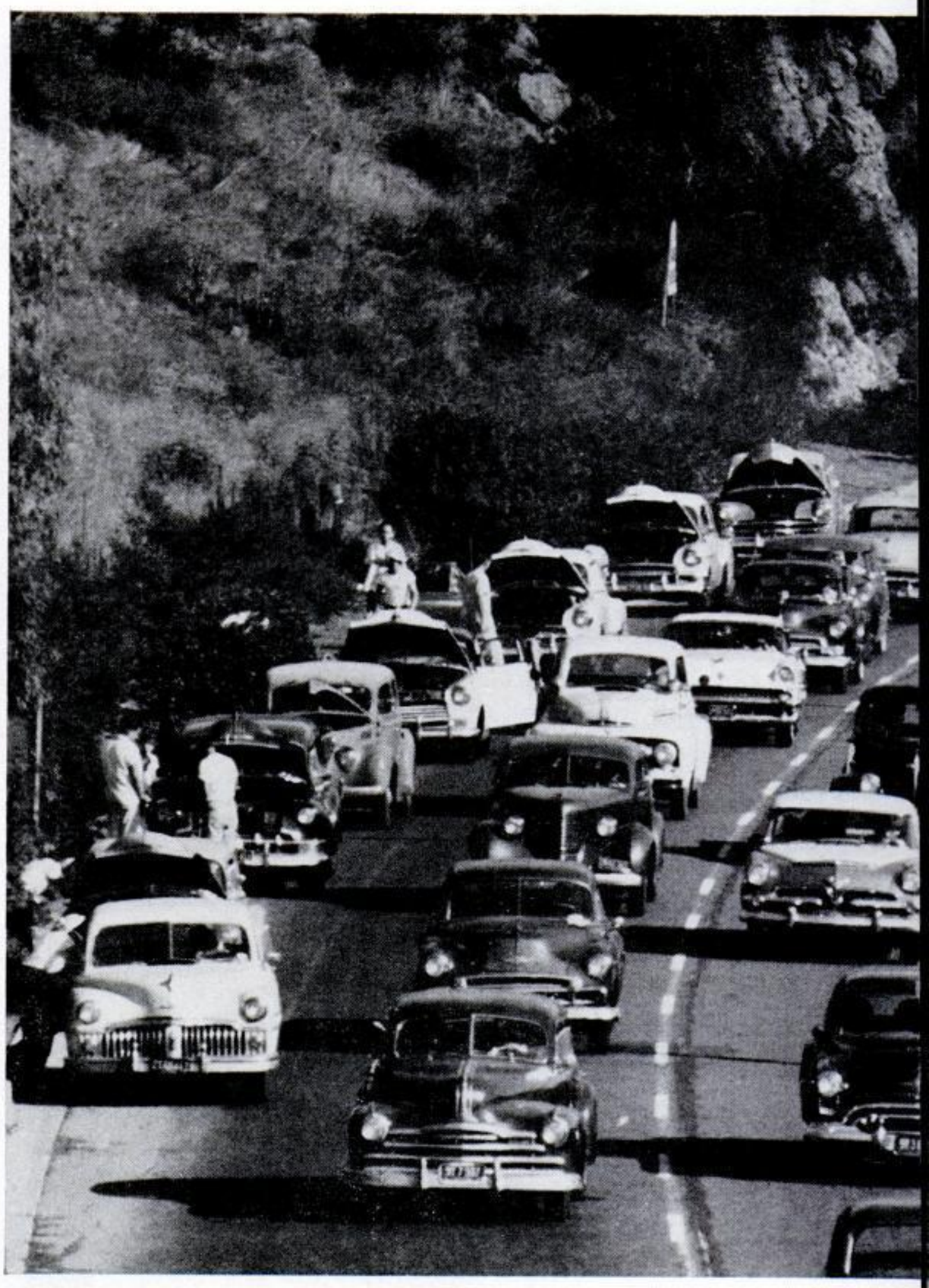


SKELETON ON A HIGH WIRE

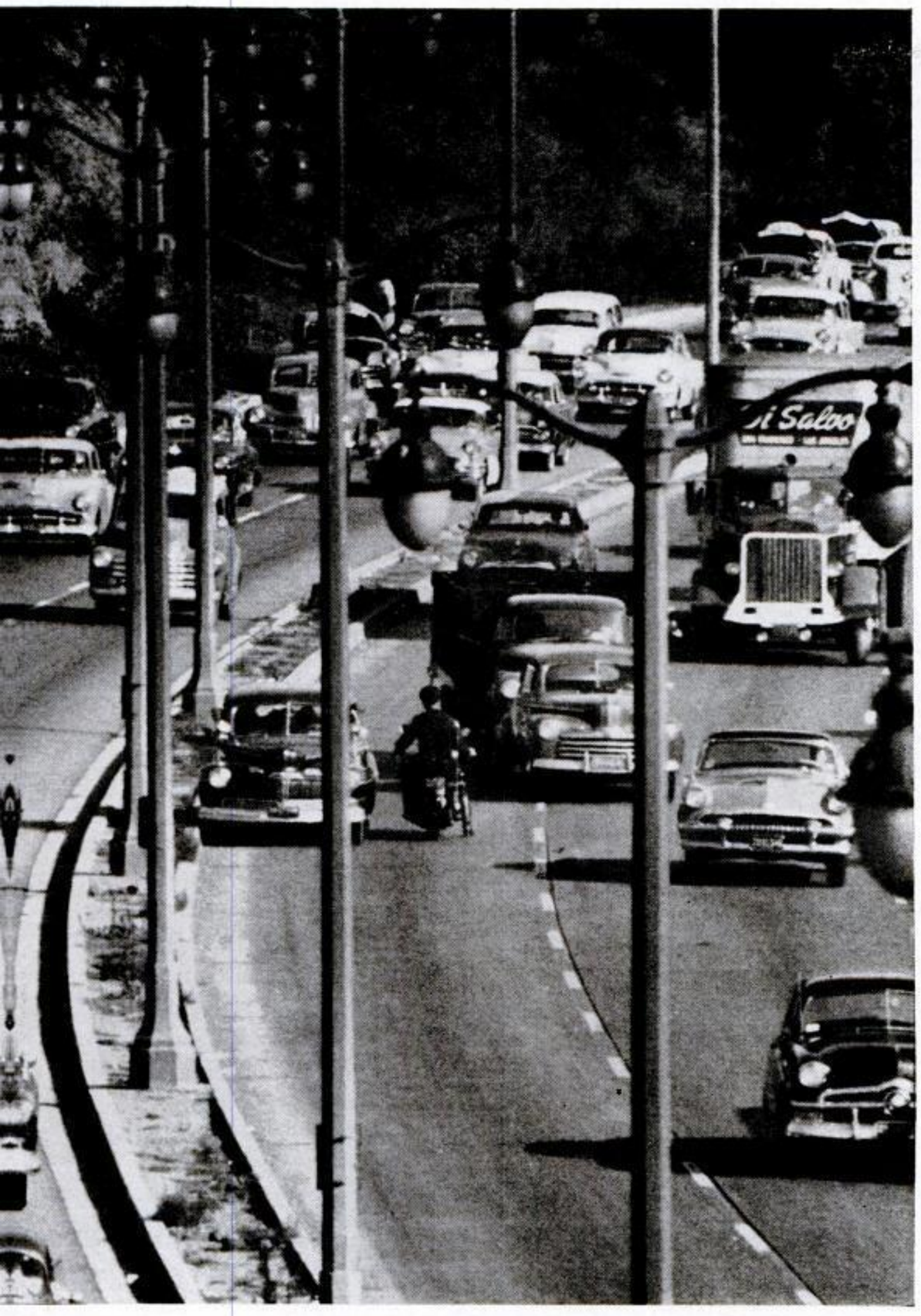
The blackened metal skeleton of a light plane hung precariously on high tension wires near Wichita's unlighted Van Long Airfield. There Pilot L. Warren Ames Jr., coming in for a landing just after dark, had evidently misjudged car lights below him and crashed into the wires. The plane burst into flame and Pilot Ames, trapped within the cabin, perished.

AFTER SLAUGHTER, A SCURRY TO SURRENDER

Across a Moroccan field (*below*) thousands of Berber tribesmen scurried toward formal surrender ceremonies near the village of Oued Zem, where last week the natives had slaughtered 60 colonials and 100 pro-French Arabs (LIFE, Sept. 5). After a week of all-out retaliation by French forces, the Berbers were laying down arms as uneasy peace returned to the region.









HOMECOMING OF A LYNCH VICTIM

A grief-torn mother, Mrs. Mamie Bradley, received in Chicago the body of her son, Emmett Till, 14. Visiting on a farm near Greenwood, Miss., he had been dragged from his bed, beaten and slain. Mississippi's governor deplored the deed and local authorities arrested two white men on kidnap charges. Emmett's alleged offense: he whistled at a white woman.

FOUL-UP ON A HOT FREEWAY

Hoods agape, radiators steaming and fuel lines clogged, dozens of cars lined the busy Cahuenga Pass freeway, victims of the worst end-of-summer heat in recent Los Angeles history. With the temperature a choking 110°, hard-pressed police kept 20 patrol cars and six tow trucks busy nudging the dead cars out of the city's hopelessly tangled rush hour traffic.



Copyrighted material

CHALLENGE FOR THE LEGION

The American Legion has on some occasions denounced things without investigating them —as it did in May 1953 when the national executive committee adopted a resolution condemning the United Nations Educational, Scientific and Cultural Organization (UNESCO) on charges that it is a propagandist for world government and favors Communism and atheism. That was a harsh thing to say about anything as ineffectual as UNESCO.

However, there have been encouraging signs that the Legion is mending its ways. Four months after it passed this resolution the Legion asked a special committee to investigate the charges against UNESCO. And the committee itself—comprising three former Legion department commanders, one former department chaplain, a past president of the women's auxiliary and, as chairman, Ray Murphy, a lawyer and a past national commander —did even more to enlarge this spirit of fairness. For it really *investigated* UNESCO inside and out, winnowed every charge that anybody had ever made against it, rooted out the truth, and found that all the major accusations were false. The committee so reported. And it also reported that these charges were baseless slanders being circulated by a number of "hate" groups, some of which have been listed by the Attorney General as subversive.

But now these same hate groups are not only going after UNESCO. They are also going after past National Commander Murphy and his ultrarespectable committee. The patriotism and loyalty of the committee members have been and are being impugned. And Legion officers and members have been flooded with letters and propaganda—some of it got introduced into the Congressional Record and went out under a congressman's frank—designed to scare them into repudiating Murphy's report at the national convention in Miami next month and thus by indirection endorse their attacks on Murphy. We believe the Legion leaders are too smart to let their dislike of Communists trap them into becoming the tools of other extremists.

WANTED: AN AMERICAN NOVEL

Sloan Wilson, a young writer whose first novel (*The Man in the Gray Flannel Suit*) is moving up best-seller lists, recently made a statement in defense of his book's happy ending which is worth repeating: "The world's treated me awfully well," he said, "and I guess it's crept into my work. . . . These are, we forget, pretty good times. Yet too many novelists are still writing as if we were back in the Depression years."

Wilson put his finger on a strange contradiction. Ours is the most powerful nation in the world. It has had a decade of unparalleled prosperity. It has gone further than any other society in the history of man toward creating a truly classless society. Yet it is still producing a literature which sounds sometimes as if it were written by an unemployed homosexual living in a packing-box shanty on the city dump while awaiting admission to the county poorhouse.

This is doubly strange because past American eras have produced art which faithfully mirrored their times; *The Great Gatsby* still speaks eloquently of Prohibition's frauds and deceits, *Main Street* of the high tide of provincial self-satisfaction, *The Grapes of Wrath* with a just anger for the unnecessary humiliations of Depression, while *Look Homeward, Angel* may well speak for a timeless America. But who speaks for America today? One might argue, with some plausibility, that the fearful indecisions of an atomic age keep a representative literature from being born, but when has life ever been secure? Atomic fear or not, the incredible accomplishments of our day are surely the raw stuff of saga.

Wilson's uneven book may be flimsy art but it is at least affirmative. Happily there are a few other signs of a trend away from degeneracy and negation. For example, Lionel Shapiro's *Sixth of June*, though it revolves about a triangle, is not resolved by adultery. Herman Wouk's *Marjorie Morningstar* is a mutiny, says TIME, against "three decades of U.S. fiction dominated by skeptical criticism, sexual emancipation, social protest and psychoanalytical sermonizing." Wouk's book even endorses premarital chastity. And there is visible in other work what Critic Maxwell Geismar calls "a return to the security of a religious universe."

●

A change is needed. Nobody wants Pollyanna literature. Poets have always had what Robert Frost admits is "a vested interest in human misery"; agony begets art. Maybe art mistrusts prosperity. But at least the breeches-busting Paul Bunyan of the U.S. today seems to deserve better literature than the papaya-smelly, overripe school of the Truman Capotes, or the obscenity-obsessed school of "new realism" exemplified by a parade of war novels which mostly read like the diary of a professional grievance collector with a dirty mind and total recall. James Gould Cozzens' *Guard of Honor* was one of the few military novels that rang true with dignity. In most of the others the enemy is not the one shooting at us but our own officers and Army.

Europeans are already prejudiced against America by savage animadversions in their own classics against our "vulgar" democracy ("If I had remained another day in that horrible . . . United States, where there is neither hope nor faith, nor charity," wrote Balzac, "I should have died without being sick"). Small wonder that our own self-depreciation helps them enlarge the evil image to that which France's Michel Mohrt describes in his new study of American novels: "a hypocritical society based on the power of money, racial prejudice, sexual taboos. Exile, alcohol, suicide seem the only escape." Such a onetime exile, Henry (*Tropic of Cancer*) Miller, puts it more savagely in the current *Chicago Review*. The American seen through the eyes of our leading writers, he asserts, is "a digit in machine-made formulas . . . he has neither face nor name but is shuffled about like the victim of a soulless society on an electronic chessboard operated by a dummy hidden in the cells of a publisher's diseased brain. . . ." The writing, he adds, "reeks of embalming fluid."

●

It is understandable that American groups which feel the most isolated should produce the most anguished writing, and that so much of it should come from the South. Its ante bellum slave society was in some ways similar to the feudal Russian system whose injustices and tensions produced a Dostoevski and a Tolstoi. William Faulkner has a patent kinship with Dostoevski and his preoccupation with guilt. But Faulkner, for all his enormous gifts, can be searched in vain for that quality of redemption, through love and brotherhood, which always shines amid Dostoevski's horrors. It shines also amid the worst havoc of Tolstoi's overturned world (Moscow, too, was burned, even if not by Sherman).

To find this redeeming quality of spiritual purpose today's reader must turn not to novels but to nonfiction like Russell Davenport's *The Dignity of Man* or to the British book, *The Conquest of Everest*. That conquest held a deeper meaning than the achievement. The European Hillary and the Asian Tenzing are a hopeful symbol for a wider brotherhood yet to be achieved. Their final triumph expresses the unquenchable reaching of man's soul for a truth higher than reality, for a good better than himself, the qualities which modern literature so often deny. In every healthy man there is a wisdom deeper than his conscious mind, reaching beyond memory to the primeval rivers, a yea-saying to the goodness and joy of life. This is what is most missing from our hothouse literature—the joy of life itself.

Copyrighted material

8-juice refreshment hit

Even livelier flavor than tomato juice!

Even fewer calories than fruit juice!

V-8!* It's America's lucky number in juice enjoyment! 8 dewy fresh vegetable juices squeezed into 1 . . . with a great big plus in flavor and a nice slim minus in calories (fewer than any fruit juice).

For taste-thrilling flavor, for a goodly supply of vitamins and minerals, and for really satisfying refreshment, try a glass of **V-8**. No single juice can match it. No juice drinker should miss it. And especially *you*.







**V-8 is a trademark owned by the makers of Campbell's Soups*



SPECIAL EXCLUSIVE OFFER

This distinctive juice glass, styled and hand-carved with your own initial by skilled Anchor-Hocking craftsmen is available in sets of four.

For each set, send one dollar and a label from V-8 Vegetable Juices with your name and address to V-8 Juice Glasses, Box 335, Main Post Office, Jersey City 3, N. J. State initial you want on glasses.

(Offer good only in the United States)

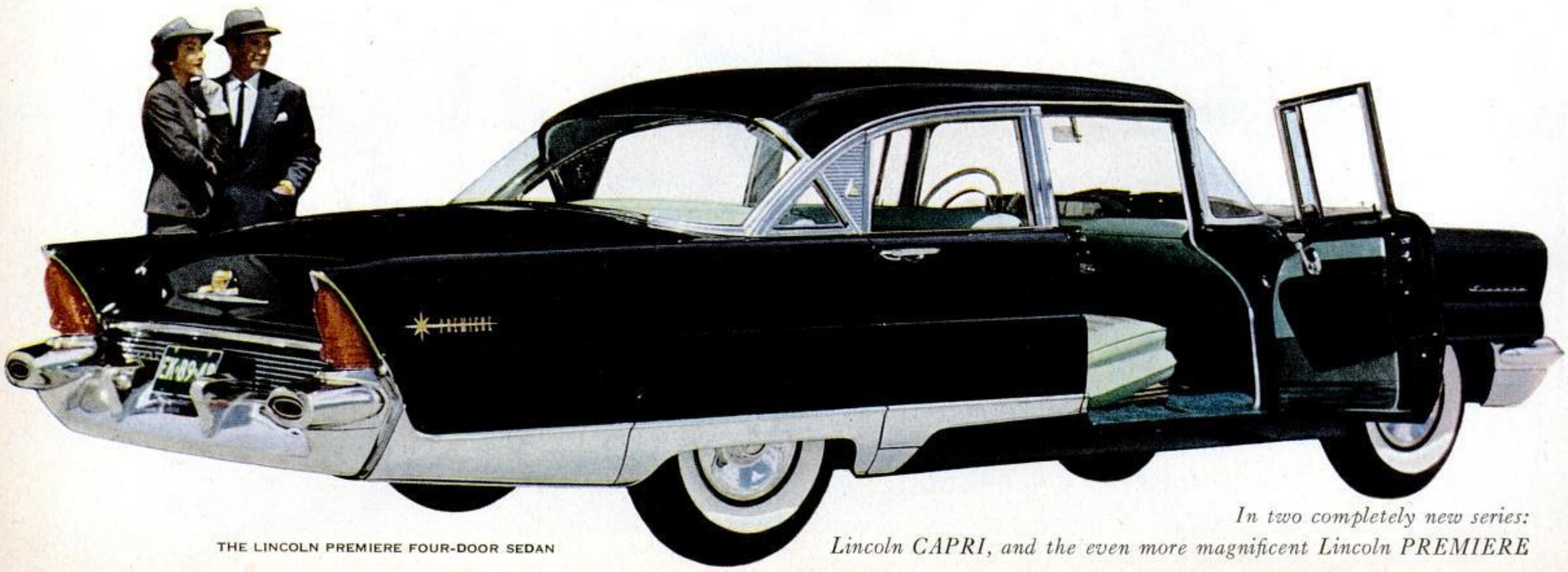
V-8's magic blend: the juices of the Campbell Tomato, celery, carrots, beets, spinach, lettuce, watercress, and parsley.

By Nature it's wholesome . . . by *Campbell's* it's delicious!

Copyrighted material

Unmistakably the finest in the fine car field!

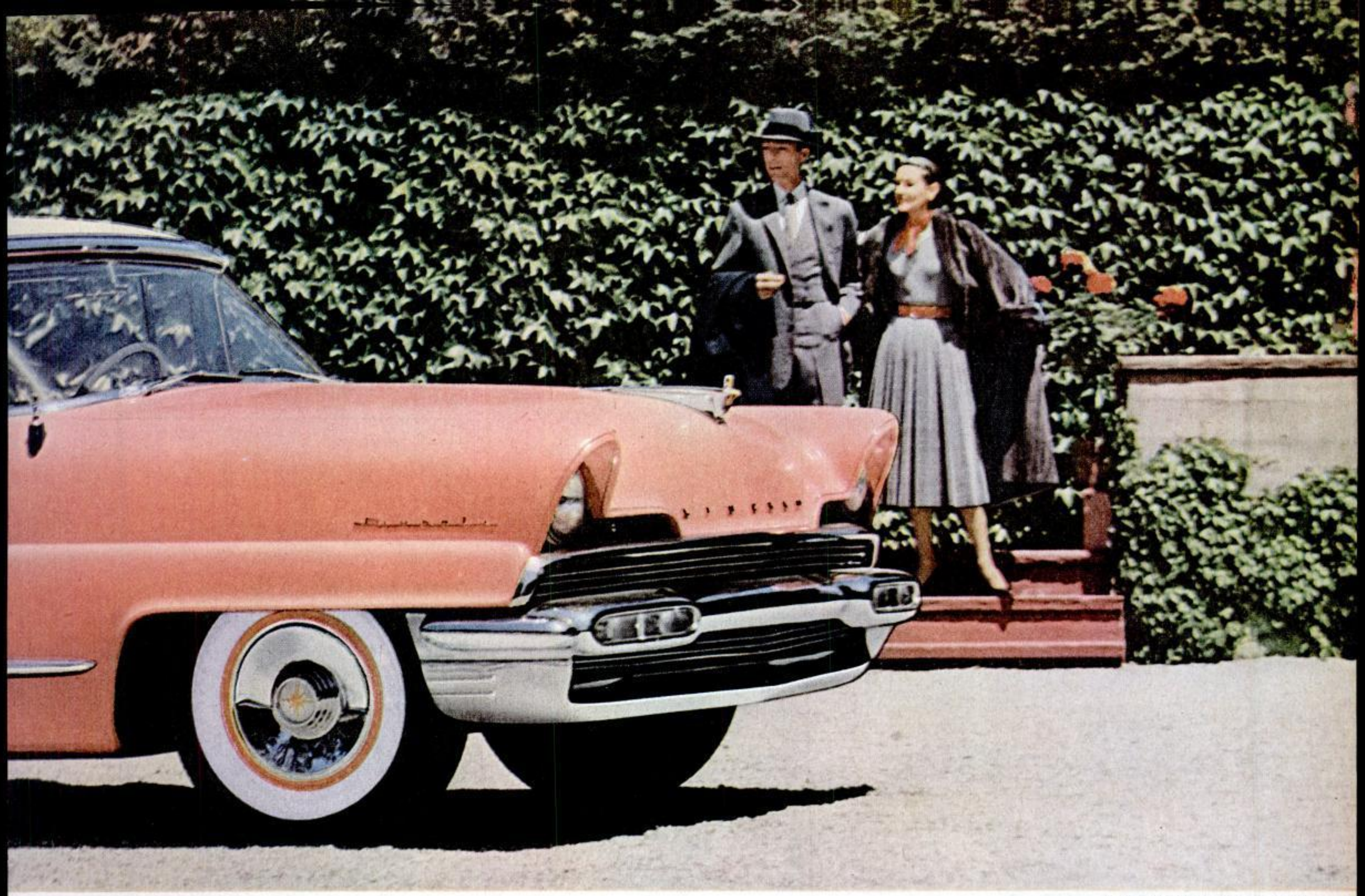
LINCOLN FOR 1956



THE LINCOLN PREMIERE FOUR-DOOR SEDAN

In two completely new series:
Lincoln CAPRI, and the even more magnificent Lincoln PREMIERE

Copyrighted material



THE LINCOLN PREMIERE COUPE

Unmistakably the finest—in its true sculptured beauty

When you see Lincoln for 1956 you will see for the first time in an automobile . . . *sculpture in steel.* In these lowest, longest, roomiest Lincolns ever built, every line and plane unite in a clean harmonious whole—pure as a bird in flight. Lincoln interiors (37 to choose from!) breathe with beauty too—with decorator fabrics and leathers obtainable in no other fine car. Coachwork throughout is in the great Lincoln tradition.

Unmistakably the finest—in its safety-minded performance

Lincoln for 1956 is demonstrably the best-performing car on the American road. Power? The new Lincoln engine has 285 horsepower, a 9 to 1 compression ratio, *and more usable power than any other car.* Roadability? The renowned Lincoln suspension system hugs the road with unswerving confidence. And for even greater safety, who but Lincoln brings you, *in addition to every known power assist,* the retracted steering column with safety-flex steering wheel . . . triple-strength safety-plus door locks . . . no-glare vinyl instrument panel . . . great visibility (largest windshield area in the fine car field) . . . optional safety belts.

Unmistakably the finest—in motor car good taste

Lincoln for 1956 brings to its owner the finest compliment of all—the compliment of having chosen the best. For this Lincoln on every count was built to *be* the best. You will feel this is the car *you* belong in, whether you graduate to it from a car of lower price or step up to it from another car of the same price. Your Lincoln dealer awaits the privilege of letting you prove this for yourself. He hopes you will—soon.

Unmistakably . . . LINCOLN

Copyrighted material

LOOK! PINK PUDDIN'

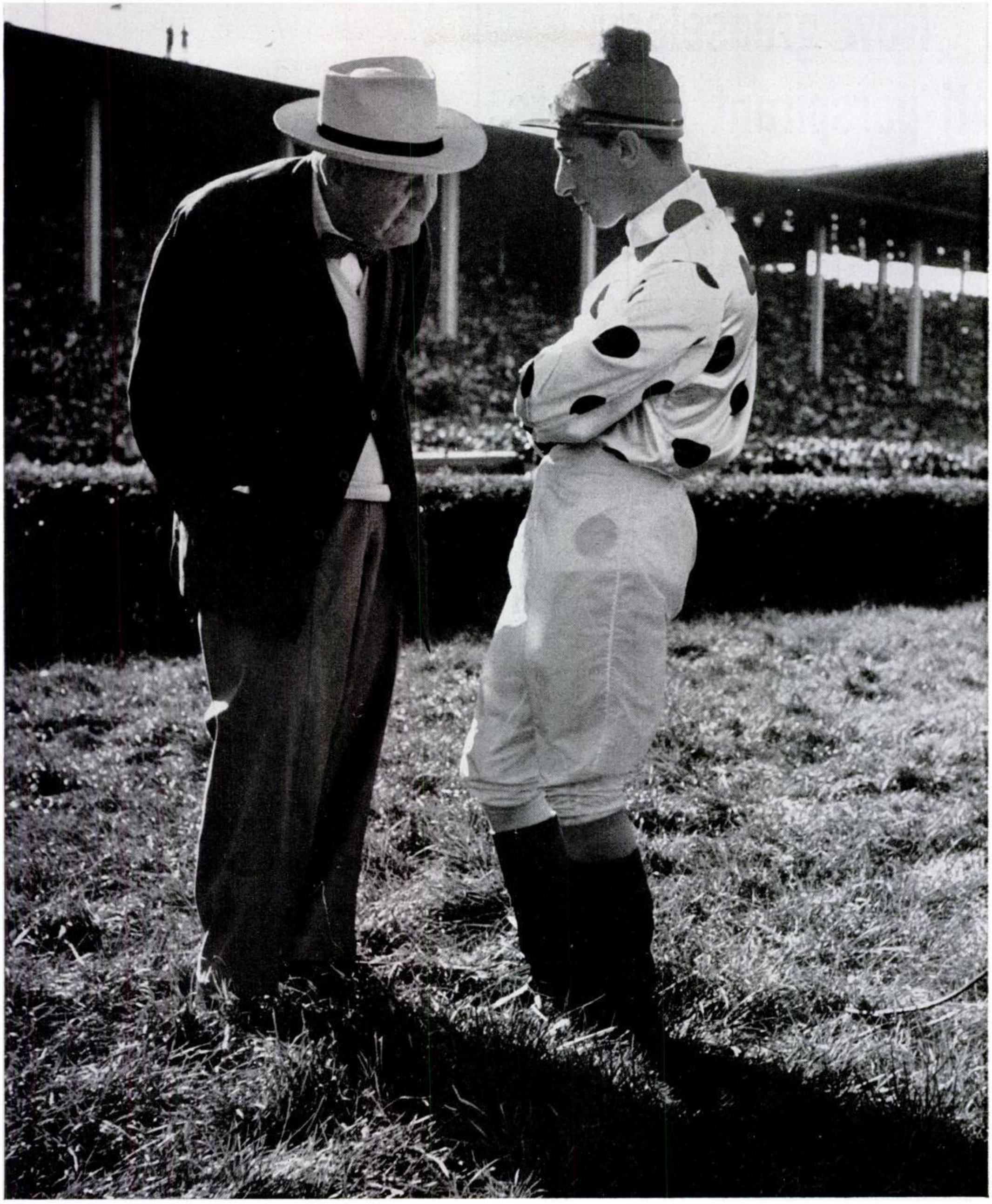
New Strawberry Flavor
Jell-O Instant Pudding

JELL-O BRAND
New INSTANT PUDDING
No Cooking "BUSY-DAY" Dessert
IMITATION STRAWBERRY FLAVOR

Good Good "BUSY-DAY" Dessert

A product of General Foods

Copyrighted material



SO THEY TOOK THE $100,000

Just before the great race between Nashua and Swaps, two of the turf's wisest technicians held a consultation at Washington Park near Chicago. As Sunny Jim Fitzsimmons, Nashua's trainer, spoke, Jockey Eddie Arcaro hunched forward attentively. "I've done all I can do," said Mr. Fitz. "You're the engineer now."

Arcaro had a plan for taking the $100,000 purse and he executed it perfectly. He came out of the gate with whip flying and took complete charge of the race. Arcaro knew that Nashua had the race won when he was still a quarter mile from the finish. But what he did not know was that Swaps' owners had been up half the night before sweating out the agonizing decision of whether or not the horse should run (*turn page*).

Copyrighted material

New greaseless anti-perspirant that lets your skin "breathe"

Extra-effective. Goes on dry!

Leaves no wet or sticky residue on skin or clothes!

- Ends the danger of perspiration moisture and odor
- Unique new formula contains nothing to stop skin's natural "breathing"
- Only greaseless anti-perspirant stick

Now—a revolutionary new kind of anti-perspirant—new Fresh Stick. It's non-acid—other anti-perspirants are acid! And it is the corrosive action of acid salts that discolors fabrics . . . ruins clothes. It's greaseless! Other anti-perspirant sticks have a greasy base!

It goes on dry—invisibly—without a trace of greasiness, without a drop of moisture! And your underarms actually stay dry—odorless!

No sticky fingers
No messy drip
No gummy feeling

There's no danger of wet or sticky residue on clothes. No danger of whitish rings on the underarm area of dresses.

Unconditionally guaranteed safe!
No clothes damage—
or triple your money back

Because Fresh Stick is non-acid—has no corrosive acid salts that discolor fabrics . . . ruin clothes . . . we can make you this guarantee: We'll refund triple your full purchase price of Fresh Stick if it ever rots or damages clothing. In fact, it is certified safe for clothes by the American Institute of Laundering.

Better than sprays, creams, lotions, or ordinary sticks!

The second you stroke extra-effective Fresh Stick on—you're protected. No waiting for it to "take hold." No waiting for it to dry. You can dress immediately.

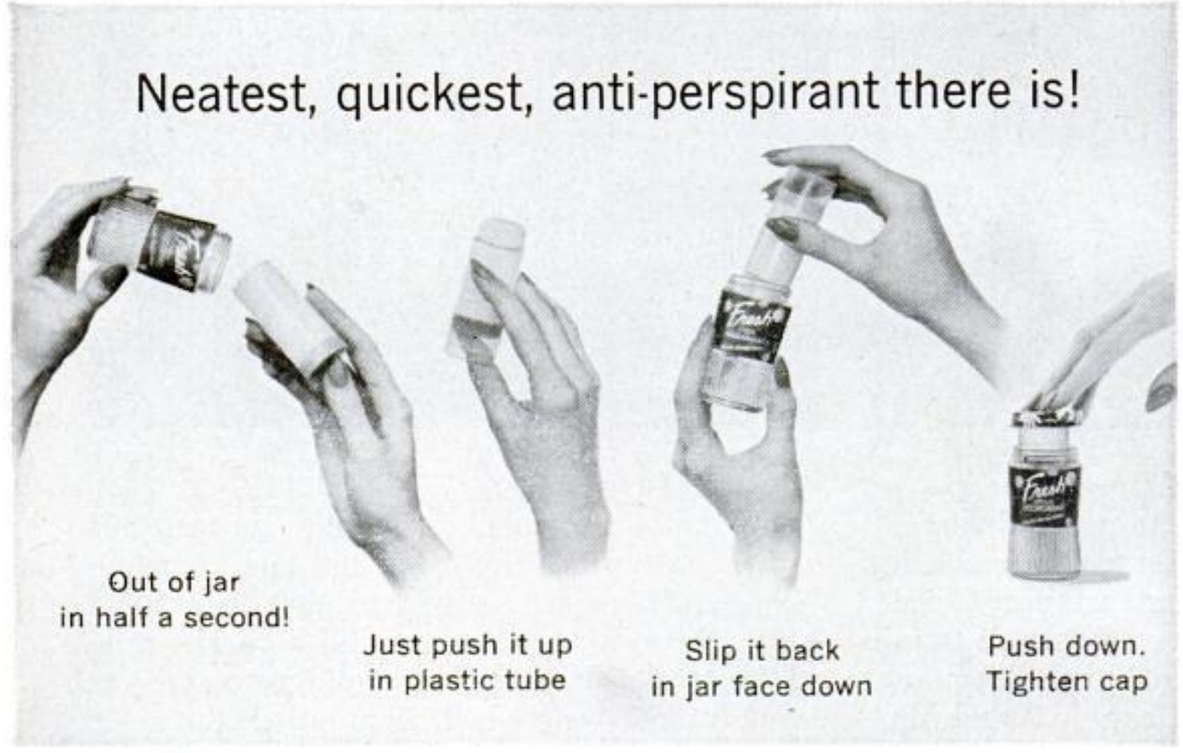
None of the bother and annoyance you get with other types of deodorants. No fuss with pressure cans that get stuck. No roll-on containers that clog. No messy spray bottles that drip and dribble. No sticky creams to dry out! No turn-up, turn-down "swivel" mechanism to jam. No worry about this stick crumbling or drying up. Fresh Stick makes ordinary types of deodorants—sprays, creams, sticks—old-fashioned.

Quickest, easiest, cleanest anti-perspirant to apply

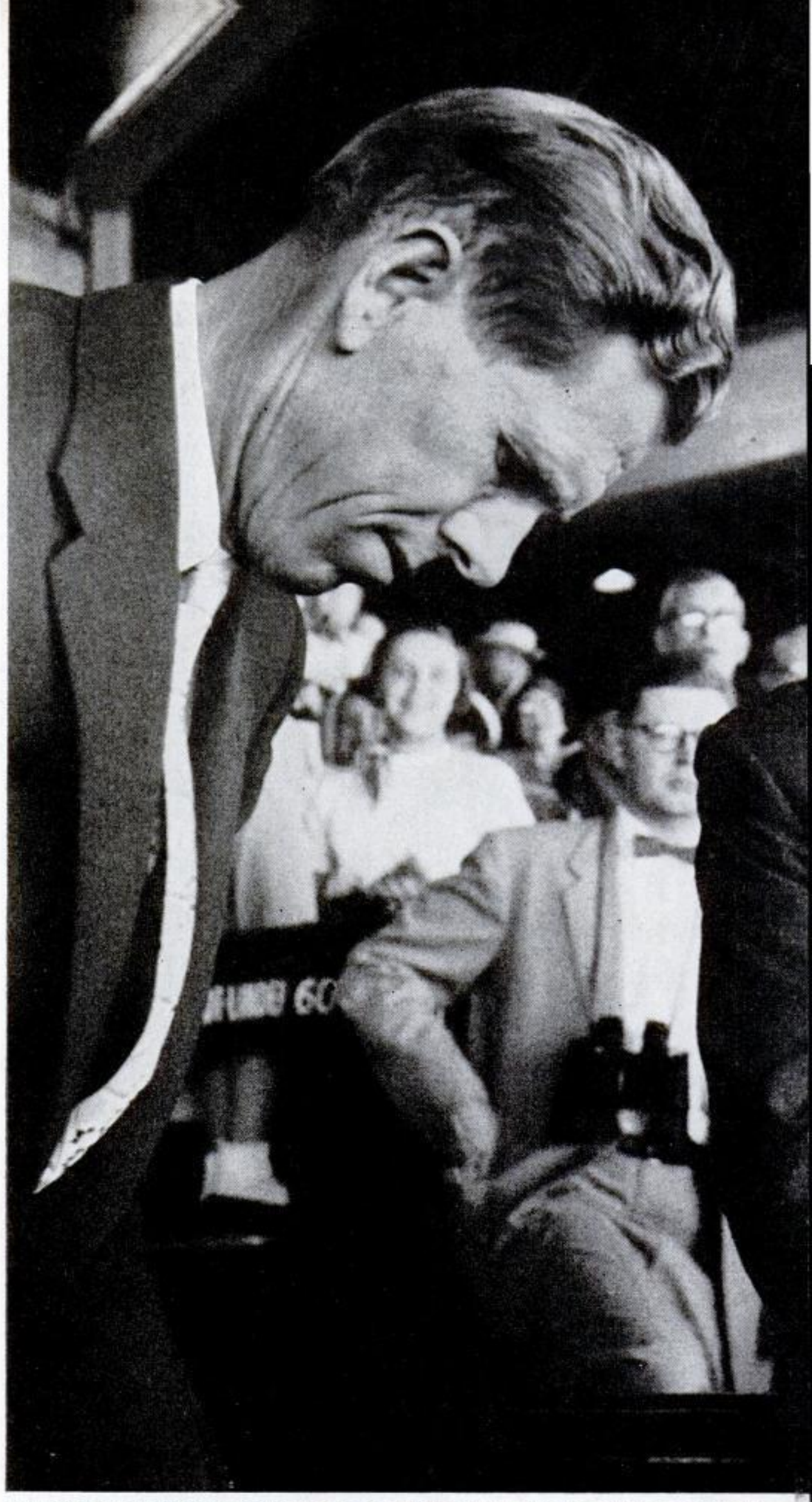
Inside the attractive glass jar, a handy push-up tube holds Fresh Stick. Your fingers never touch it! Just slide it out of the jar, push it up, glide it on . . . it's actually fun to use! Feels refreshing, cooling! Takes only seconds—yet keeps you safe, shower-fresh all day!

For extra-effective protection against underarm moisture and odor, use new Fresh Stick deodorant every day.

P. S. to wives. Buy Fresh Stick for your husband, too. Won't mat underarm hair. No heavy perfume.



Fresh is a registered trademark of Pharma-Craft Corporation. Also distributed in Canada.



DEFEAT LEAVES SWAPS' OWNER REX ELLSWORTH AND TRAINER MESHACH

SWAPS-NASHUA RACE PRODUCES HAPPY SMILES AND SAD STORY



TELLTALE SWERVE was made by Swaps, twisting to the right at start as he takes misstep on sore front foot. Nashua, under urging on rail, stays straight.

Copyrighted material



TENNEY IN UTTER DEJECTION



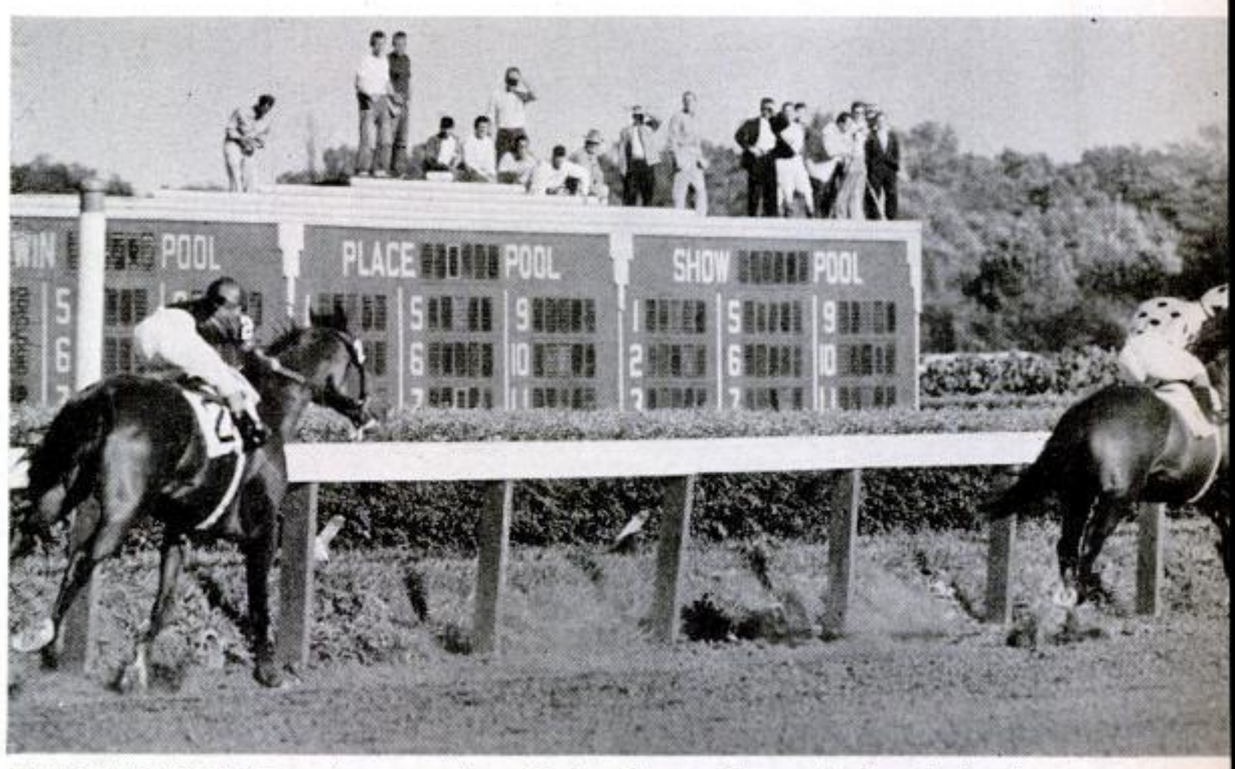
EXULTANT IN VICTORY, OWNER WILLIAM WOODWARD JR. STANDS BESIDE WIFE AS NASHUA APPROACHES FINISH LINE

The day before the race Swaps' owner, Rex Ellsworth, and trainer, Meshach Tenney, were deeply concerned about an old injury to the horse's right forefoot—as, in fact, they had been before every major start this year. Would the foot hold up in what was likely to be the most grueling race of Swaps' career? As spectators streamed into town and the whole country was keyed up over the race, worry nagged at Ellsworth and Tenney and kept nagging them right up to the start of the race. Swaps had won the Kentucky Derby with the same tender foot protected by a leather pad inserted between the shoe and the hoof. But there was still the possibility that the horse might go lame in this race.

Swaps ran. After the first few strides (*below, left*), Ellsworth and Tenney knew that the worst had happened. The foot had not held up.



DESPERATE BID brings Swaps closer to Nashua on the backstretch. Three times the gap between them closed but each time Nashua pulled away with ease.



WHIPPING FINISH as Arcaro pushes Nashua leaves Swaps six lengths back. Arcaro took no chances with mount who is inclined to loaf when he gets in front.

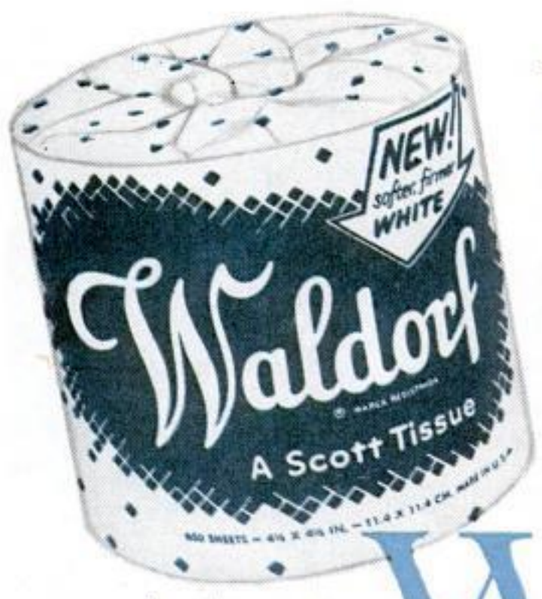
CONTINUED 55

Copyrighted material



U. S. Government figures for the past seven years show the number of American families having 3 or more children has gone up more than 47%

For today's "big families"



Waldorf bathroom tissue is baby soft, luxury white. Get several rolls for your family today.

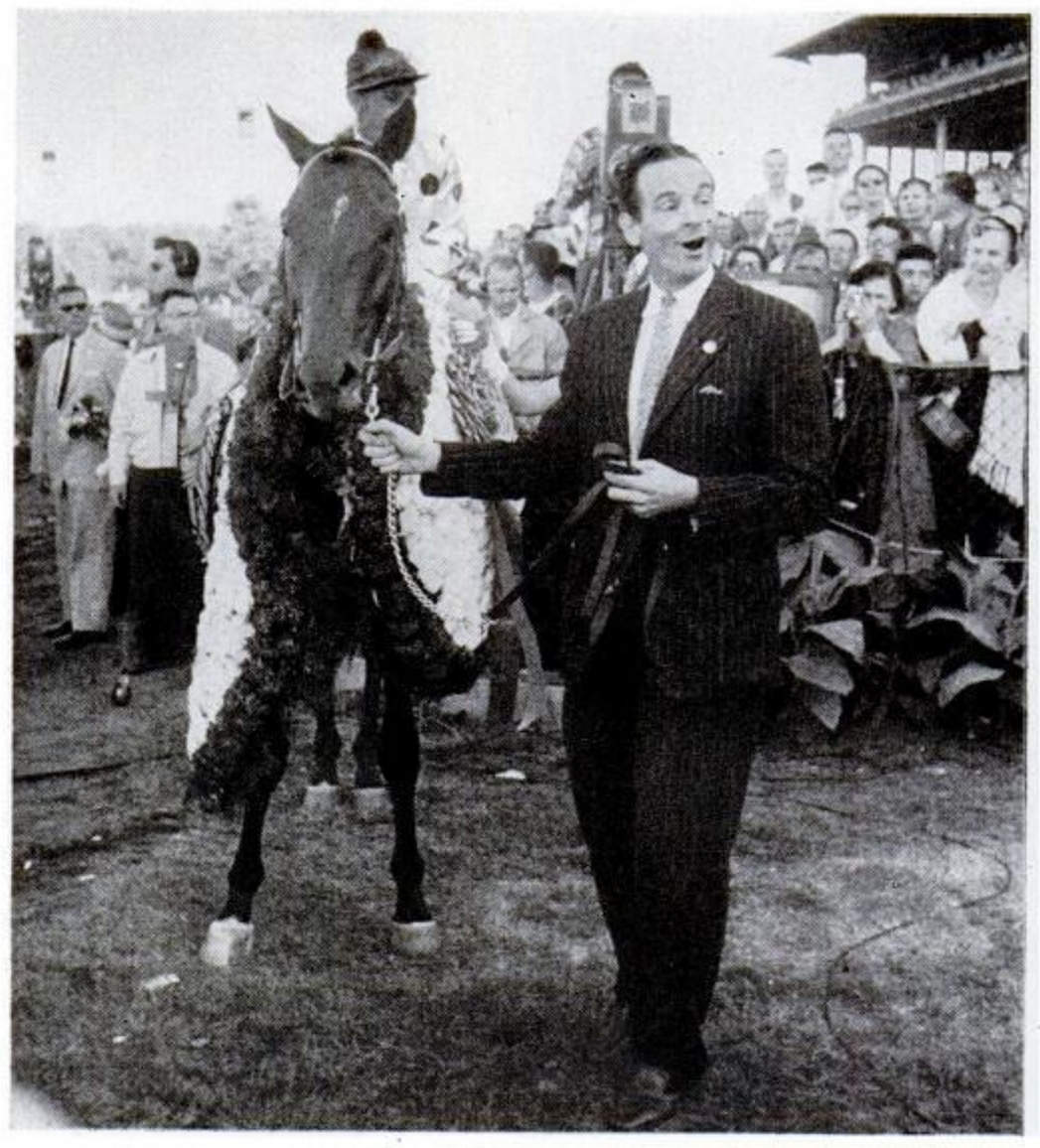
Another great Scott value

Waldorf

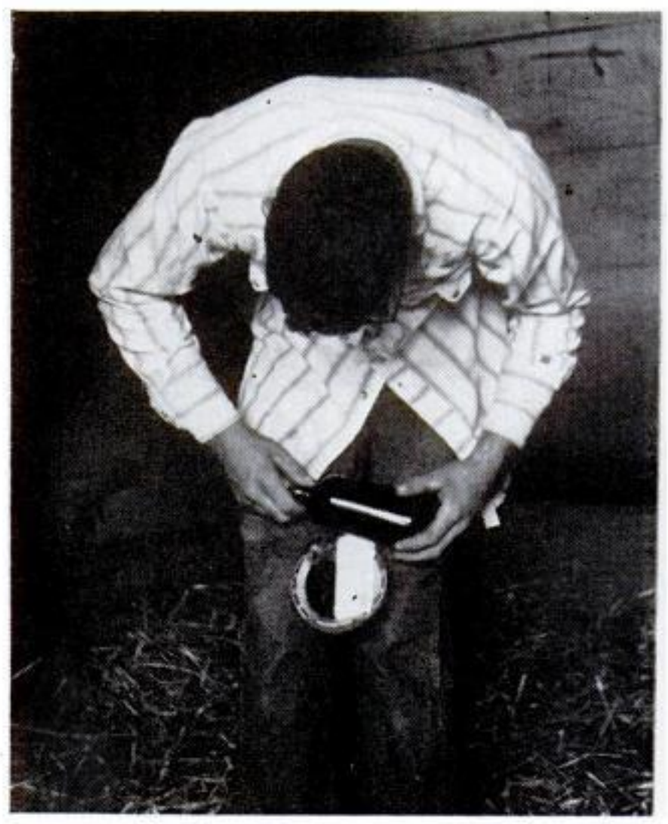
Leading low-price tissue!

"WALDORF" REG. U. S. PAT. OFF.

$100,000 Race CONTINUED

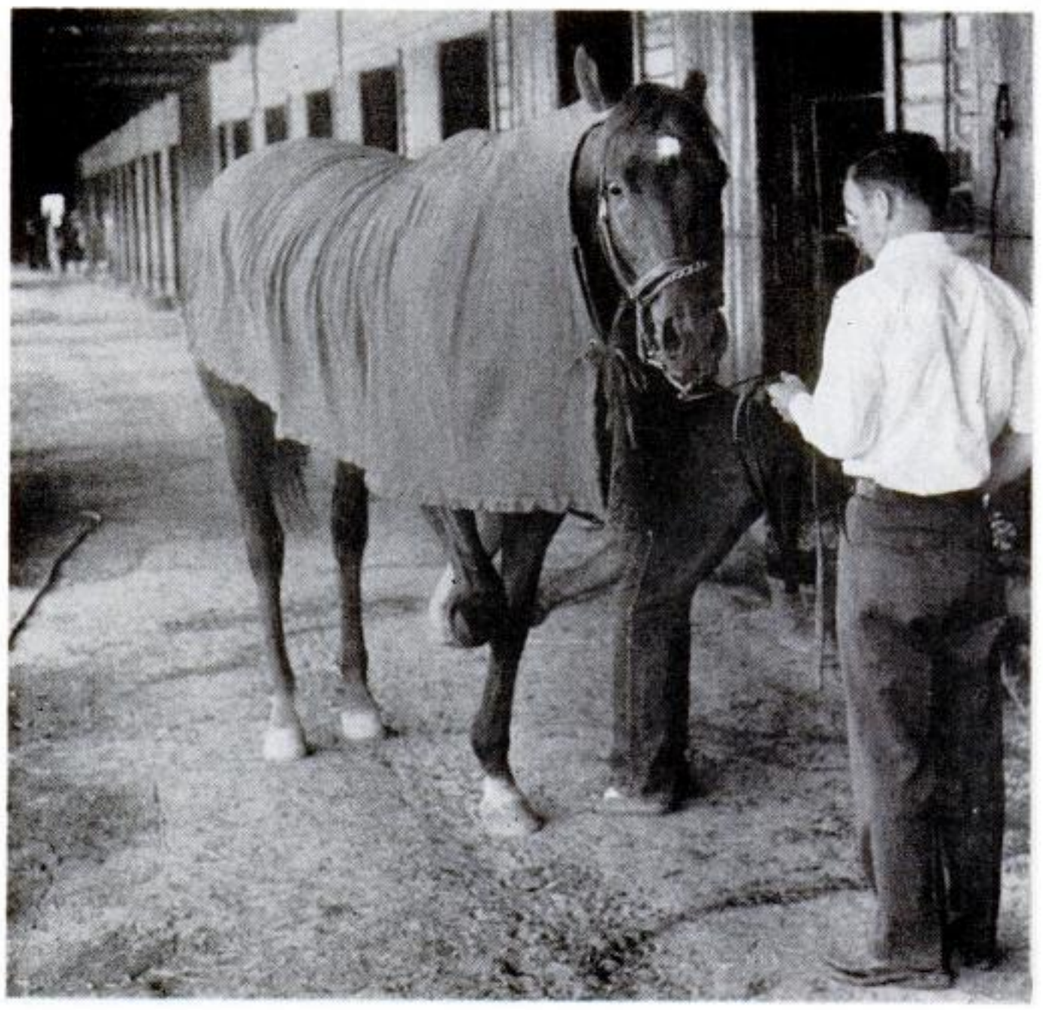


WEARY WINNER, wearing a floral blanket, is led to winner's circle by Owner Woodward. The match race was a $100,000 winner-take-all proposition.



AILING LOSER gets sore foot treated before race. Groom used bottle to roll tape, which seals the protective leather pad on the open end of Swaps' shoe.

LIFTING BAD HOOF, Swaps submits to postrace inspection. The foot will require surgery, putting the horse out of competition until next winter.



Copyrighted material



CLOTHES: ABERCROMBIE AND FITCH

Almost everyone appreciates the best



. . . and the extra-bright refreshment of Coke awakens the youth in us all.

TASTE its extra-bright tang — so bracing, so distinctive, the liveliest sparkle of them all.

FEEL its extra-bright energy, a fresh little lift that comes through in seconds.

ENJOY its extra-bright *quality*—the unmatched goodness that tells you "there's nothing like a Coke."

For perfect refreshment, it's always—
ice-cold Coca-Cola, so pure and wholesome.

The Pause That Refreshes . . . Fifty Million Times a Day

"COKE" IS A REGISTERED TRADE-MARK

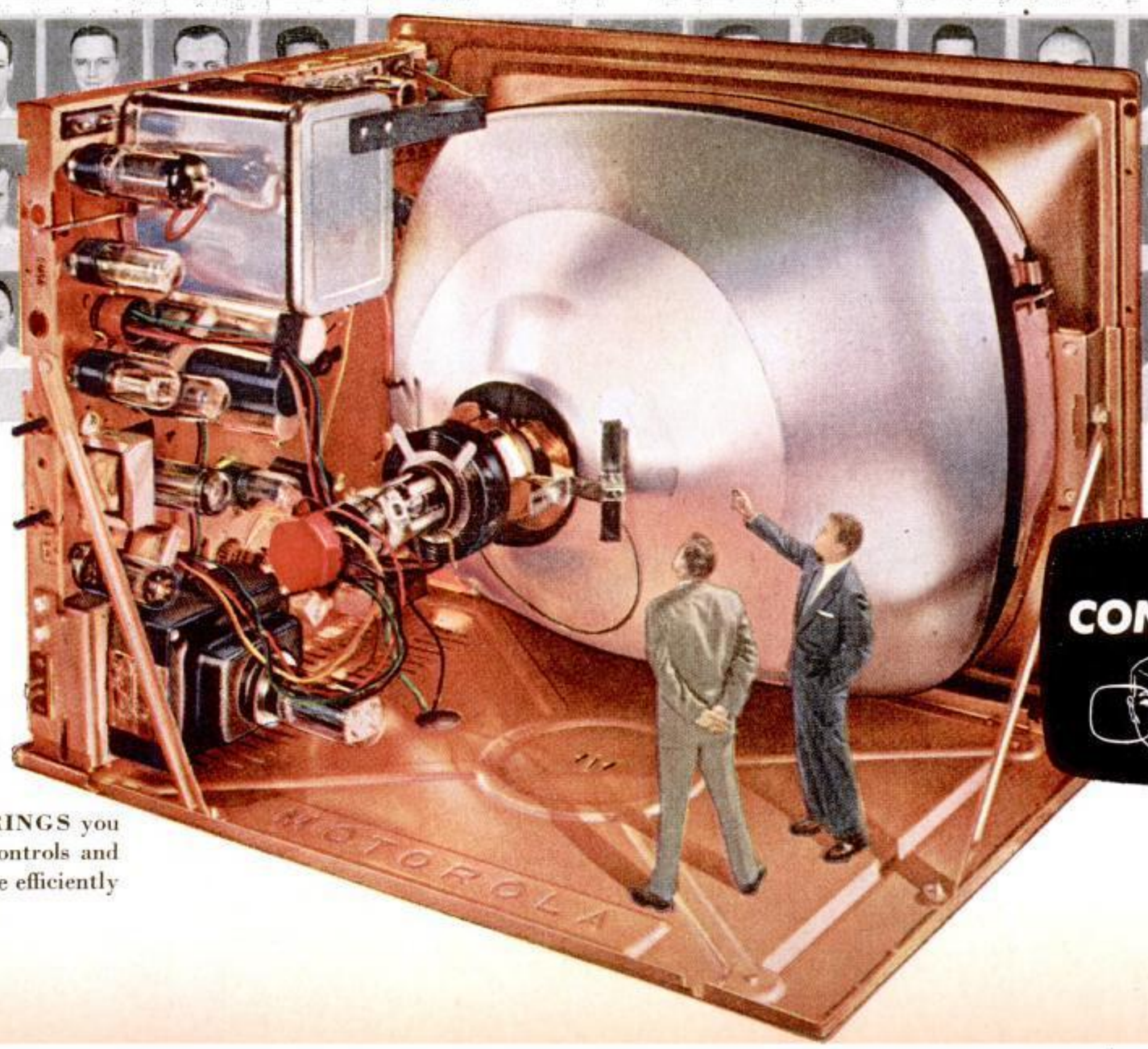
See Eddie Fisher on "Coke Time"—NBC Television twice each week

COPYRIGHT 1955, THE COCA-COLA COMPANY

Copyrighted material

2,133 MOTOROLA ENGINEERS*

present the fine new Motorola TV for '56



EYE-CONDITIONED TV

NEW POWER PANEL DESIGN BRINGS you 9 major TV improvements—powers, controls and stabilizes black and white pictures more efficiently than ever before. *A Motorola exclusive.*

Copyrighted material



**No other member of television's Big Four has as high a proportion of scientists, engineers and designers as Motorola. Sorry we had room to show only 522 of them here.*

The fine new Motorola TV for '56 created by this distinguished group, began with the entirely new Power Panel at left. It gives you Right-Up-Front Tuning, easier Eye-Conditioned viewing and 9 major engineering improvements—many from Motorola's pioneering in color TV.

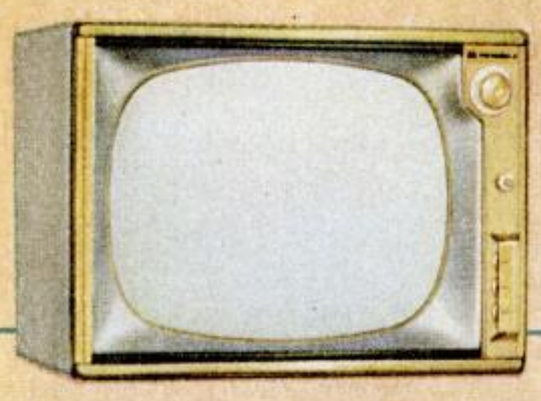
Read about it—on the next two pages →

MOTOROLA® TV

Copyrighted material

The fine new Motorola

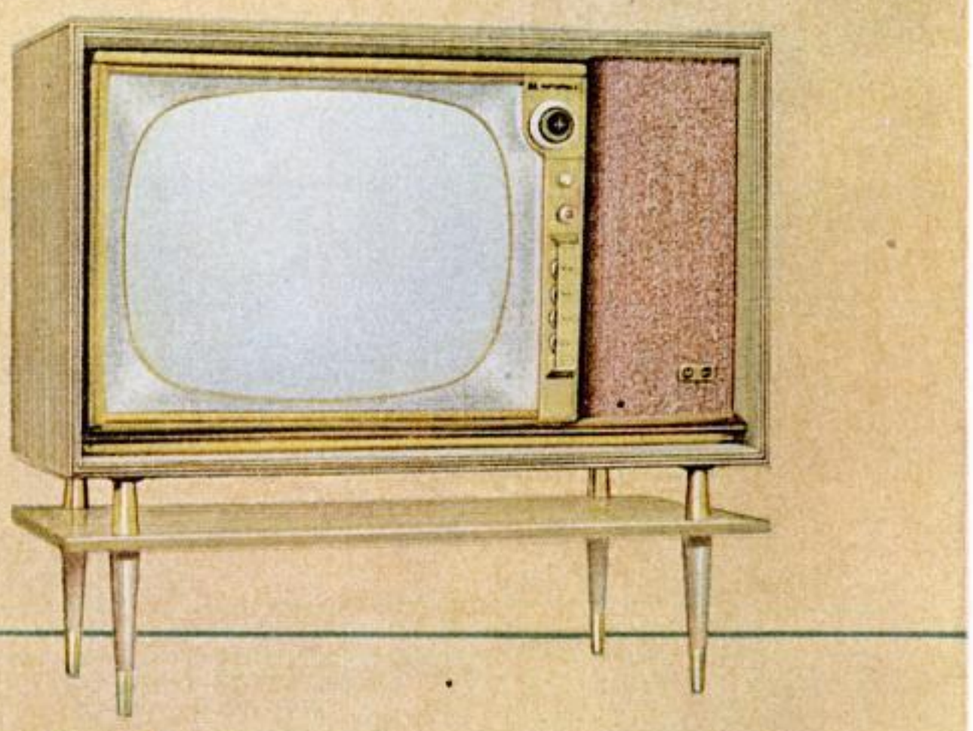
featuring RIGHT-UP-FRONT TUNING *and an*



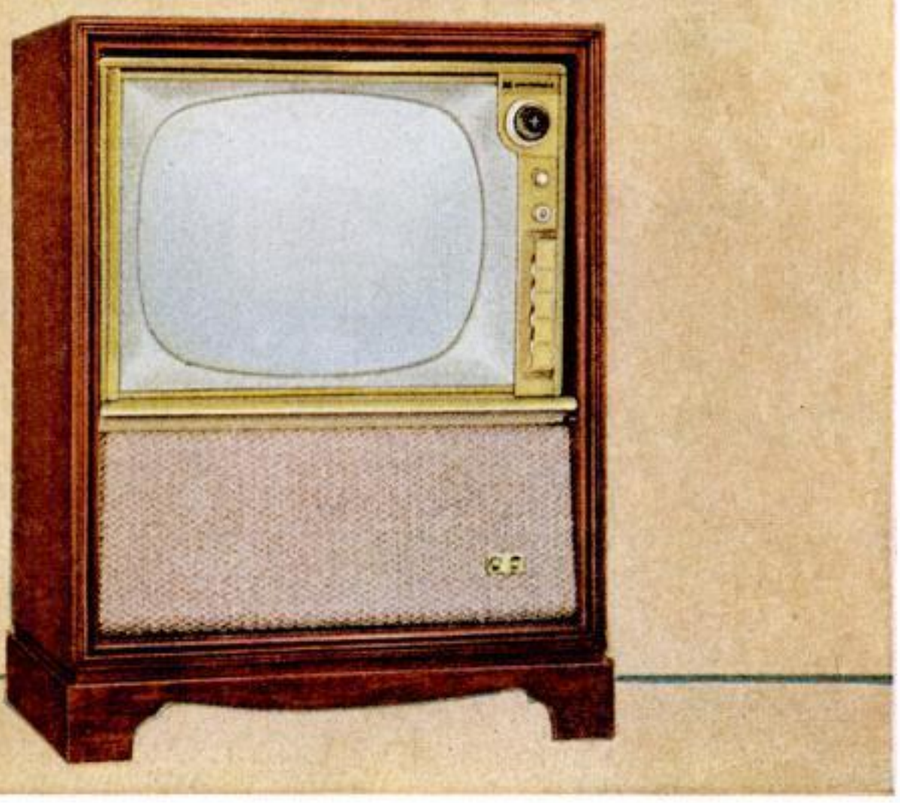
21-inch in shelf-size cabinet: Textured Blond, Mahogany, or Carnation Pink. Model 21T27.



Decorator colors—budget prices! 21-inch, in Charcoal, Blond or Bronze. Model 21T26.



The Motorola TV masterpiece. 24-inch, completely Eye-Conditioned Custom Deluxe console. Mahogany or Blond wood, with smart shelf and brass accents. Exclusive Glare-Down design. Model 24K11B.

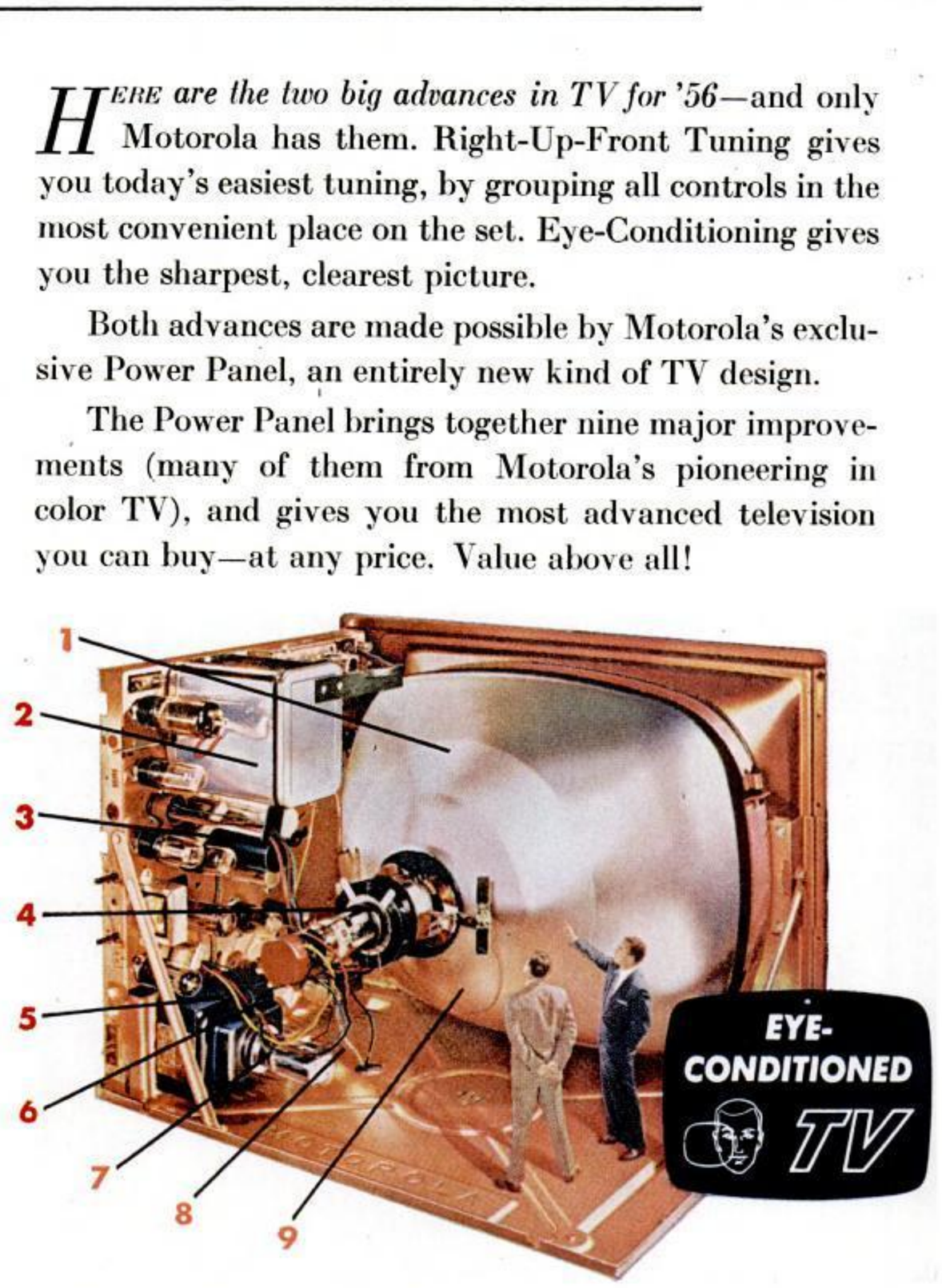


Custom Deluxe 21-inch console. With Right-Up-Front Tuning. Beautifully styled cabinet in Mahogany or Blond wood. Glare-Down /Sound-Up design. Pushbutton on-off switch. Model 21K42.

HERE are the two big advances in TV for '56—and only Motorola has them. Right-Up-Front Tuning gives you today's easiest tuning, by grouping all controls in the most convenient place on the set. Eye-Conditioning gives you the sharpest, clearest picture.

Both advances are made possible by Motorola's exclusive Power Panel, an entirely new kind of TV design.

The Power Panel brings together nine major improvements (many of them from Motorola's pioneering in color TV), and gives you the most advanced television you can buy—at any price. Value above all!



Power Panel with 9 improvements brings television's easiest, most comfortable viewing

1. TV's most lifelike picture. Motorola gives you the full range of tones that add depth to your picture.

2. Handiest tuning in TV, with Right-Up-Front Tuning, plus exclusive Pushbutton on-off switch.

3. Full-power transformer for maximum brightness, plus Aluminized picture tube, produce camera-clear picture.

4. Perfect focus at all times with Motorola's exclusive new Automatic Beam Stabilizer.

5. No glare—no strain. Lens-mounted Glare-Down design eliminates glare and reflections. Makes TV more comfortable than ever.

6. No flips, no flops, no tears in picture because of Motorola's exclusive Signal-Sealed Circuits.

7. Perfectly tuned picture that stays that way, because new Thermostatic Tuning automatically compensates for temperature changes in your set.

8. No irritating streaks on screen, because exclusive Humidity-Proof insulation shields against high-voltage interference and humidity changes.

9. Constantly steady picture, with Motorola's Automatic Picture Control which maintains a constant signal to give you a steady picture.

MOTOROLA® TV

FROM THE WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER

Copyrighted material

TV for '56

EYE-CONDITIONED PICTURE



Handsome styling, handiest tuning, clearest picture—you get all three in Motorola TV for '56. Your choice of high-styled models in rich wood finishes and decorator colors.

Shown here—Custom Deluxe 21-inch console, with Right-Up-Front Tuning, fine wood finish. Mahogany or Blond. Glare-Down/Sound-Up design. Pushbutton on-off switch. Model 21K41.

Copyrighted material



GOLD ACCESSORIES BY CARTIER

"KENT" AND "MICRONITE" ARE REGISTERED TRADEMARKS OF P. LORILLARD COMPANY

Why is KENT so importantly different?

It's important for you to know why Kent tastes so clean, so fresh . . . no matter how much you smoke. It's because Kent (and only Kent) has the exclusive Micronite Filter . . . the highest-quality filter . . . the filter that makes the smoke so much smoother. Remember, too, Kent gives you a custom blend of rich tobaccos. Naturally, you expect this finest of all cigarettes to cost a few pennies more. Don't you, too, deserve Kents?

King Size and Regular length

Copyrighted material

EVANGELINE'S CHILDREN GATHER

LONGFELLOW IN STONE AWAITS HIS UNVEILING

Two centuries after exile they come back to Acadia

"This is the forest primeval," wrote Henry Wadsworth Longfellow, introducing generations of children to Acadia and the somber tale of Evangeline and all the French settlers who were expelled from Nova Scotia by the English. Last month, beneath a tall symbol of Acadia, 8,000 descendants of the original settlers met in Grand Pré, Nova Scotia to observe the 200th anniversary of "*le grande dérangement.*"

Within a few decades the Acadians had re-established themselves in Nova Scotia but many families stayed in new homes all over Canada and as far south as Louisiana. Now their children journeyed back to revive the old customs (*next page*) and pose at the statue of the poet's mythical Evangeline (*below*). Then, as the high point of their celebration, the Acadians dedicated a new bust (*above*) of the poet who had immortalized their Acadian past.



RETURNING ACADIANS, nuns and costumed girls meet at the 35-year-old statue of Evangeline.

SOARING SYMBOL of Acadia, a star-topped A, surmounts altar where papal delegate says Mass.

CONTINUED

Copyrighted material

YOU PAY LESS BECAUSE REPUBLIC --ONE OF THE WORLD'S LARGEST DISTRIBUTORS OF POWER MOWERS --SELLS . . .

DIRECT TO YOU

Totally NEW 1956

4-STAR GENERAL GIANT DELUXE 22 INCH at HALF the PRICE

FINGERTIP THROTTLE CONTROL Fold Over Handle For Easy Storage.

BONUS ! Free Leaf Mulcher with Purchase of Mower

No Mixing of Gas and Oil Necessary

Instant Action RECOIL STARTER

TWIN ACTION GRASS JETS

TRIMS CLOSE on Both Sides

IMMEDIATE DELIVERY

All Steel Wheels . . Full Ball Bearings

ALL ALUMINUM RUST PROOF CHASSIS

ORDER DIRECT Only From Republic Garden Equipment Division
Dept. L, 1670 Jefferson Ave., Buffalo 8, N.Y.

MAIL TODAY —Immediate Delivery

Enclosed is check or money order for $64.95 for 4-Star General Rotary 22-Inch Power Mower and Bonus Leaf Mulcher.

NAME

ADDRESS

CITY.....Zone.....State.....

Shipped Ready to Use,(Attach Handle, add Gas and Oil)

America's Top Quality Mower

POWER MOWER

YOU WOULD EXPECT TO PAY FOR A POWER MOWER WITH ALL THESE FEATURES

2½ H.P. 4-CYCLE CLINTON ENGINE with Recoil Starter $64.95

We Pay Freight Anywhere in U.S.

13 IMPORTANT CUSTOM FEATURES ! ● Reversible 22-Inch Blade with Shock Mount (2 Blades in 1) . . . Made of Case-Hardened Steel ● Full Ball Bearing 8" Steel Wheels on Front and Rear ● Semi-Pneumatic Puncture-Proof Tires ● Fully Recessed Wheels . . . Trims on Both Sides to Walls, Buildings, Walks, etc. ● Twin Jet Action ● Non-Clogging Action ● ALL ALUMINUM Rust-Proof Chassis ● Chrome Plated Tubular Steel Handles with Full Floating Action and Plastic Handle Grip ● Throttle Control ● Easy Recoil Starter ● 4 Adjustable Cutting Heights 1 to 3 inches. ● Adjustable Front Bumper Guard ● Worldwide Clinton Engine Service Stations.

Tens of Thousands of Satisfied Users Throughout the World.

FULL 90 DAY WARRANTY against all mechanical defects.

Almost Everyone Uses Selfix HOOKS

NO NAILS! NO TOOLS! NO SCREWS!

Just MOISTEN with WATER

STICK 'EM UP!

On Tile • Plaster Wood • Glass

HOLD 15 LBS.

2 for 25c

White, red, yellow, green, black plastic. See also tumbler holder, soap dish, towel bars, utility shelf, toilet tissue holder, 2 and 3-prong hooks — at 5&10 and hardware stores—or write for address of nearest store. Selfix Products Co. Dept. 6, 223 W. Erie St., Chicago 10.

Guaranteed by Good Housekeeping

for Style—go NORTEX jackets and sport shirts

SCHINDLER & CO. INC. Empire State Bldg., NYC

Irritated Eyelids?

Bathe them with LAVOPTIK Eye Lotion. Promptly soothes. Also relieves inflamed, sore, burning, itching eyes and soothes tired eyes or money refunded. 42 years success. Praised by thousands. Get LAV-OP-TIK Eye Lotion today. (Eyecup included.) At all drug stores.

Hot, Tired, Tender, Perspiring FEET?

You'll marvel how quickly Dr. Scholl's soothing, refreshing Foot Powder relieves sore, tired, burning, sensitive, perspiring, odorous feet... how it eases new or tight shoes . . . helps prevent Athlete's Foot. Start using it today.

Dr Scholl's FOOT POWDER

telectro PORTABLE RECORDER $79.95

AMERICA'S FASTEST SELLING TAPE RECORDER

ONE MINUTE of simple care in minor injuries CUTS-BURNS May avoid terrible infection

Apply germ-arresting OIL-O-SOL at once. Helps control infection, ease pain, speed healing.

At your drug store

MOSSO'S OIL-O-SOL

NEW INVENTION

STOPS NOISY TOILETS

Ends leaks, gurgles, trip handle jiggling and costly water waste. Sturdy monel chain eliminates wires that bend and corrode. Full flush, perfect seal, always. Easy to install. Already more than a half million in use. Get Korky at your dealer or send $1.50 to Korky, 422 N. Wood St., Chicago 22, Illinois.

LAVELLE Korky CLOSET TANK SEAL

SO GOOD IT'S UNCONDITIONALLY GUARANTEED

EVANGELINE'S CHILDREN CONTINUED



SINGING ACADIAN SONGS at lunch, choir sprawls beneath trees in Evangeline Park. Clothes copy those Evangeline, her husband Gabriel wore.



CARDINAL'S CAPE billows out as Paul-Emile Cardinal Léger speaks in French to Acadians. Chapel in rear replaced church English burned in 1755.



DELICIOUS DISPLAY of dishes like boar's head, favored in old Acadia, precedes a banquet for 400 visitors who actually got flaming omelets, duck.

Copyrighted material



Arise

FLOOR CLEANING SLAVES

Discover the wonder of vinyl beauty underfoot

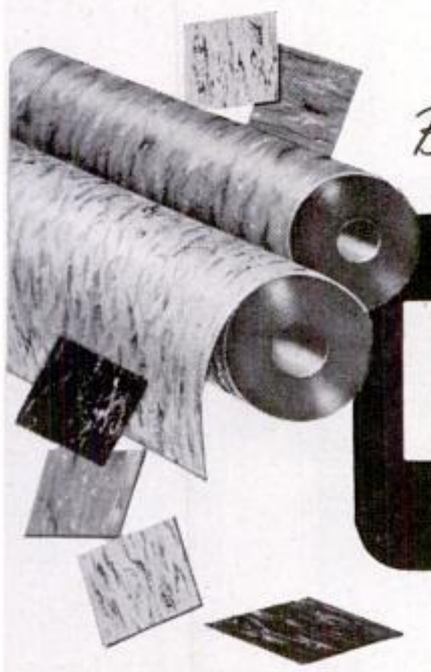
Flor-Ever is the micro-smooth vinyl floor that is cleaned so much easier. Flor-Ever is the vinyl floor you wax less because it's vinyl-bright. Flor-Ever is the glowing vinyl floor *never* harmed by ordinary kitchen mess. Yes, in every way, Flor-Ever is *the* floor that cuts cleaning drudgery and gives you magnificent decorator beauty (You simply must see those superb vinyl-rich colors to believe them.)

And, Flor-Ever is setting new standards for wear

Flor-Ever, in one of its many forms, is perfect for every place—over wood or concrete—basement to attic (or store, office, institution).

See Flor-Ever's galaxy of color and styles *today!*





By the Yard - By the Tile

Flor-Ever®

America's biggest selling VINYL FLOORING and COUNTER TOP

for...basement to attic...store or office...everywhere and every purpose



YOU CAN INSTALL THE TILES

Anyone can install Flor-Ever Tiles. Your dealer will gladly give you a simple direction sheet anyone can follow Almost no tools are required. All the Flor-Ever types come in tile.



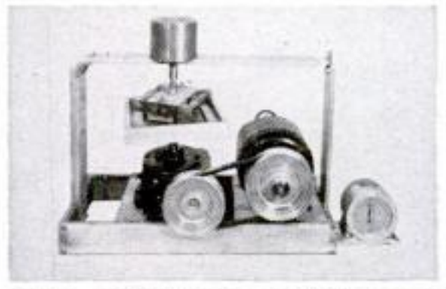
NO KITCHEN MESS CAN HARM

No vegetable, animal or mineral fat, oil or grease ordinarily used in kitchens can harm any Flor-Ever—neither the Standard, the Vinyltone, the Vinyl Asbestos, the Universal.



VINYL LUSTER IS BUILT IN

Flor-Ever, in any of its forms, is *naturally* lustrous; it's vinyl! The power-polished surface has a vinyl sparkle that lasts longer and light buffing with paste or liquid wax speedily increases its gloss.



SETS NEW WEAR STANDARDS

Flor-Ever, in each price and use range, outwears non-vinyl floor coverings of even greater thickness. On this grinding machine Flor-Ever Standard has withstood as much abrasion as floorings 50% thicker.



FOR MATCHING COUNTER TOPS

Now—matching your floor—Flor-Ever Standard for counters . . . all of Flor-Ever's grand easy-to-clean features . . . and so flexible it is run right up the back splashboard (no mess-catching seams anywhere).

Sloane-Delaware, Trenton, N. J....Flor-Ever vinyl...linoleum...cork...enameled floorings

Copyrighted material

The BALDWIN PIANO COMPANY offers you this unprecedented opportunity

Win 2 Orga-son



Hear and see the Orga-sonic! It may help you win one for your home... another for your church. Ask your Baldwin dealer to give you a Contest-Help Demonstration and descriptive booklets. (His address is in the yellow pages of your telephone directory.)

The Baldwin Piano Company, Cincinnati 2, Ohio

Builders of: Baldwin, Acrosonic and Hamilton Pianos, Baldwin and Orga-sonic Electronic Organs

BUILT BY BALDWIN • MUSIC'S FINEST TRADITION •

Copyrighted material

c spinet organs!

ONE FOR YOUR HOME, ANOTHER FOR YOUR CHURCH OR SCHOOL

10 Double Prize Winners—20 Orga-sonics in All
2 for Each Winner plus Free Lessons—Nothing to Buy!
Just tell in 50 words or less why you would like to own an Orga-sonic Spinet Organ by Baldwin

Imagine, 2 organs for each of 10 winners! Truly, an amazing offer...an opportunity for you not only to win this superlative electronic organ for your home but to do something wonderful for your church or school! For when you win this Orga-sonic for your home, The Baldwin Piano Company will give, in your name, another just like it to the religious or educational organization you specify! You need know nothing about music. Not even how to play the organ. For Baldwin will give each of the 10 winners FREE ORGAN LESSONS. And that's not all. If you buy an Orga-sonic during this contest period, and then WIN one of these ten Double Prizes, Baldwin will refund the full amount you have paid on your purchase. So act now. Use this Official Entry Form, or get additional forms from your Baldwin dealer. Contest closes midnight, October, 15, 1955.

Easiest of all to play . . . the Orga-sonic by Baldwin is today's most wanted spinet organ

Own an Orga-sonic, and the warm natural tones of practically every musical instrument become yours to enjoy and play. For the Orga-sonic is an organ and orchestra all in one beautiful richly voiced instrument. Countless combinations of violins, flutes, oboes, clarinets...even saxophones and trumpets, blend in endless musical vistas with the wondrous *true tones* of the organ. And the Orga-sonic is the easiest of all to play! No "system" to learn, no gadgets to confuse. Controls are standard, clearly marked. Keys respond instantly to your touch. With the Orga-sonic, little knowledge of music, no special skill is required. Whether you want rest and relaxation in your leisure hours or stimulation and excitement, the Orga-sonic is today's most wonderful musical companion...today's most wanted spinet organ.

FOLLOW THESE SIMPLE RULES

1—In 50 words or less, finish this thought: "I would like to own an Orga-sonic Spinet Organ by Baldwin because . . ."

2—Send as many entries as you wish. Write each on a separate entry form. Use Official Entry Forms for each. You may use a separate blank sheet of paper if you wish but it must be firmly attached to the Official Entry Form. Use Entry Form printed with this Contest Announcement or secure additional Entry Forms from the Baldwin Dealer in your city.

3—Print your name and address clearly. Print name and address of the religious or educational organization within continental U. S. or Canada to which you want The Baldwin Piano Company to present the second Orga-sonic Spinet Organ in your name should you win one of these 10 Awards.

4—Persons of any age can enter. If entrant is under 15 years of age, entry must be accompanied by a statement from parent or guardian, giving age of child.

5—Entries will be judged by the impartial staff of Reuben H. Donnelley on the basis of originality, sincerity, aptness of thought and ideas expressed . . . not on writing ability. Absolutely no purchase is required.

6—Any resident of the continental United States or Canada may enter this contest except employees or their immediate families of The Baldwin Piano Company, its dealers, its advertising agencies and the judging organization. Contest subject to all federal, state, local and Dominion of Canada laws and regulations.

7—All entries become the property of The Baldwin Piano Company. No entry can be returned. The judges' decision is final. Duplicate prizes will be awarded in case of ties. Winners will be notified by mail.

8—Contest closes midnight October 15, 1955. Entries postmarked before midnight of that date will be eligible. Mail entries to:

BALDWIN CONTEST
BOX 5255
CHICAGO 77, ILLINOIS

•

Use this OFFICIAL ENTRY FORM *or get one from your local Baldwin Dealer*

OFFICIAL ENTRY FORM

I would like to own an Orga-sonic Spinet Organ by Baldwin because

.....

.....

.....

.....

.....

.....

.....

.....

(50 words or less)

Name.....

Address.....

City.....**Zone**.....**State**.....

Religious or Educational Institution to which I would like second organ given, if I am a winner.

Name.....

Address.....

City.....**Zone**.....**State**.....

CONTEST CLOSES MIDNIGHT OCTOBER 15, 1955

Copyrighte erial





If you've lost or gained more than 8 lbs... chances are you need a new size shirt!

You can choose from 81 different sizes of the world's most famous shirt, our Van Heusen Century . . . we make it to fit almost every neck and figure. In fact, our $3.95 Van Heusen Century comes in many odd sizes available in no other ready-made shirt.

And *no* other shirt – at *any* price – has the patented soft, one-piece Van Heusen Century collar that positively *won't wrinkle ever*. It looks neat and laundry-fresh always, even after a full day's hard wear! It launders perfectly with one-stroke ironing every time, has a woven-in fold-line so you can't iron or fold it wrong. Gives you up to twice the wear of ordinary shirts, yet costs no more. Just **$3.95.** We also make it in Superfine White, **$5;** in an Oxford Buttondown, **$4.50** and Colors, **$3.95.**

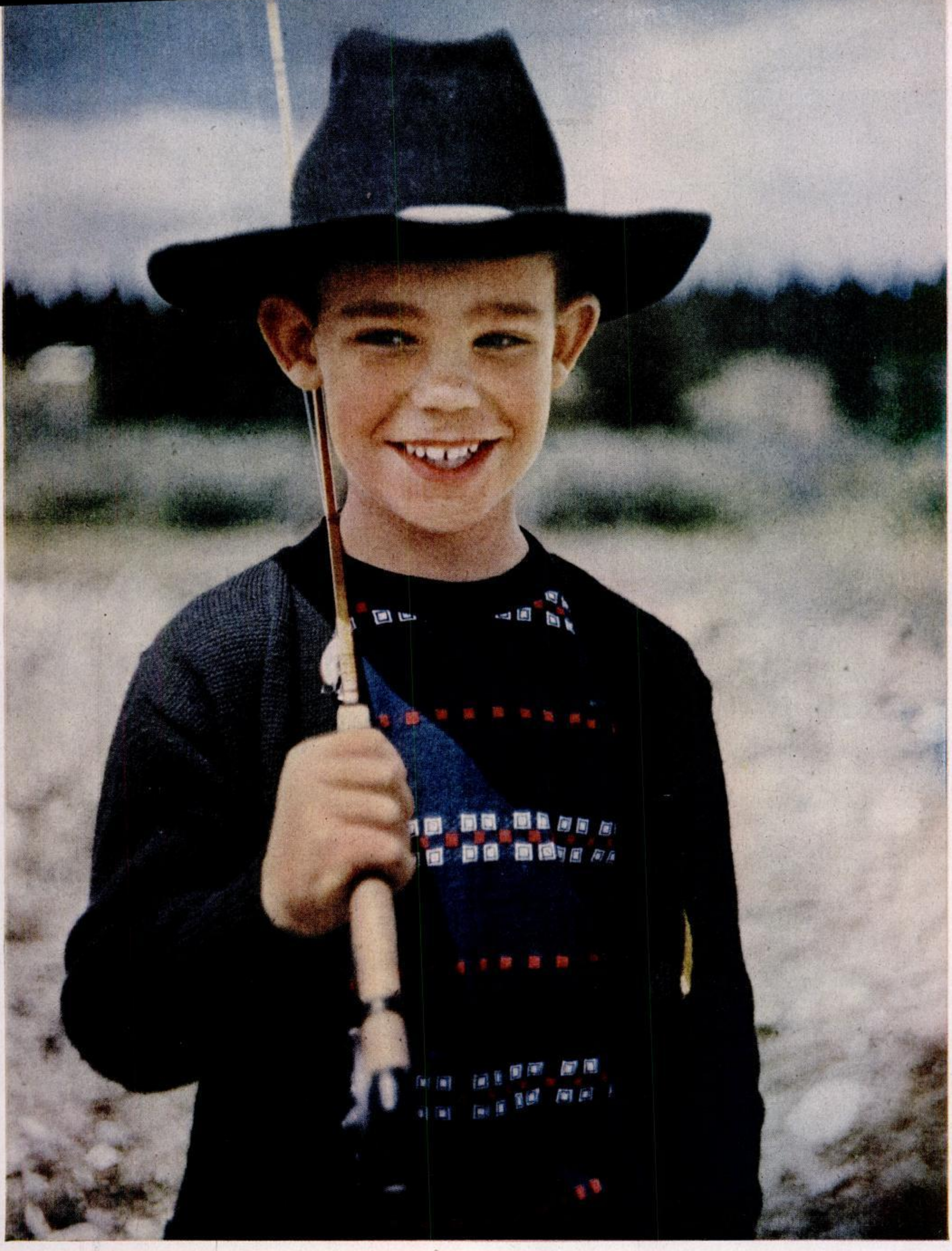
Ask your Van Heusen dealer for a Free Weight Check and Shirt Size Analysis, at no obligation, of course. And keep a daily check on your weight with the prizewinning "Flight" scale by Borg (above).

VAN HEUSEN® Century Shirts

with the revolutionary soft collar that won't wrinkle...ever!

At better stores everywhere or write to Phillips-Jones Corp., 417 Fifth Ave., N.Y. 16, N.Y. Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear

Copyrighted material



A FAMOUS GRIN ON A FLEDGLING FISHERMAN

With a grin that is the hallmark of an Eisenhower and also of a triumphant fisherman, a small boy who happens to be both had something to throw out his chest about last week. Before his departure from the ranch near Fraser, Colo. where he spent his vacation, David Eisenhower, 7, had a try at fly casting under the proficient tutelage of his grandfather, the President of the U.S. Afterward the President proudly informed reporters that David had caught an 11-pound rainbow trout. What did he intend doing with his fish, the young fisherman was asked. "Eat it." he replied.

Copyrighted material



A CHORUS GIRL, Evelyn Nesbit (Joan Collins) gets a stern lecture from her seamstress mother (Glenda Farrell).

Lovely Girl, Lurid Crime

THE THAW-WHITE MURDER IS RECALLED IN NEW FILM

Out of the most sensationally headlined murder case of our times, 20th Century-Fox has shaped a colorful movie, *The Girl in the Red Velvet Swing*. The girl is Evelyn Nesbit who in 1901 was the mistress of the great architect Stanford White and used to ride a swing in his New York studio. Then she married rich, erratic Harry K. Thaw who in 1906, brooding over her affair, shot White dead in the roof restaurant of Madison Square Garden. As the girl, British Joan Collins (*see cover*) plays out a story whose actual course is told on the following pages.



CONFRONTING HIS RIVAL, Thaw (Farley Granger) pulls gun on White (Ray Milland) in crowded nightclub.

A MILLIONAIRE'S WIFE, Evelyn had married Thaw, heir to $40 million fortune, 14 months before the murder.



Copyrighted material



EVELYN NESBIT TODAY, a 71-year-old grandmother, sits in her downtown Los Angeles sculptor's studio before Gibson girl portrait drawn around 1902 and entitled *The Eternal Question* by Artist Charles Dana Gibson. The movies paid her $50,000 for use of her story. When Harry Thaw died in 1947, he left her $10,000.

CONTINUED 71

Copyrighted material

SAVE 25%*

with O'Brien's amazing new–

extra coverage* wall paint!



Made with O'Brien's exclusive ALKI-THERM

*Make your paint dollars go farther this fall—with O'Brien's famous Liquid Velvet! Get extra coverage at no extra cost . . . use less paint to do the job! Users report savings up to *25% and more,* depending on job conditions. Beats anything you ever tried, with a combination of do-it-yourself features no other paint can match! So *switch to Liquid Velvet* . . . see what this new wonder paint can do!

"Easiest to use paint there is!"

goes on fast and easy . . . one coat hides
no objectionable odor
no lapping—no spotting
dries quickly to a rich velvety finish
can be washed repeatedly!



AUDREY MEADOWS, famous TV and stage star, chooses *Sunburst Yellow.*

JAYNE MEADOWS, famous TV, stage and movie star, picks O'Brien's *Blubelle.*

"World's finest colors!"

You can have fine, fashion-right, decorator colors with Liquid Velvet, colors that just aren't available in other paints! See them at your O'Brien dealer's. Choose from hundreds shown in the O'Brien Color Manual!

O'BRIEN PAINTS
TOP QUALITY SINCE 1875

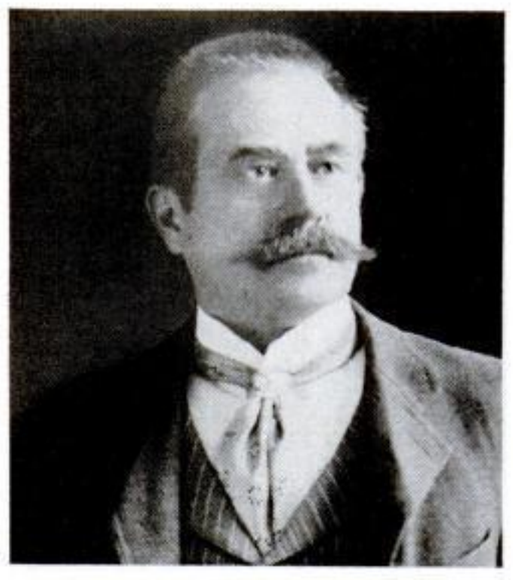
SAVE THIS VALUABLE COUPON

Coupon entitles bearer to free copy of the big 24-page, full-color O'Brien COLOR GUIDE For Home Decorating! Many attractive interiors and exteriors . . . *over 100 authentic color schemes* . . . valuable ideas!

Present coupon at nearest O'Brien dealer's store *(see yellow pages of phone book).* The O'Brien Corporation, South Bend 21, Indiana.

SEE O'BRIEN DEALER FOR YOUR FREE "COLOR GUIDE"

THE FAMOUS CASE KEPT THE FRONT PAGES BUSY



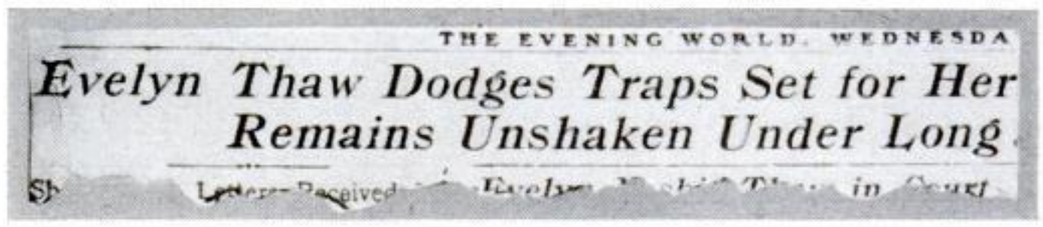


ARCHITECT AND MISTRESS had met when White was 47, Evelyn 16. He was immensely successful designer of Pennsylvania Station, Washington Square Arch. She was in chorus of musical which featured Florodora Sextet.

HARRY THAW SHOOTS AND KILLS STANFORD WHITE



KILLER IN COURTROOM, Thaw waved fan impassively when not indulging in odd antics. He was 34 at trial, had met Evelyn while she was still having affair with White, married her after taking her on a trip to Europe.



THE EVENING WORLD. WEDNESDA

Evelyn Thaw Dodges Traps Set for Her Remains Unshaken Under Long

Sh Letters Received Evelyn in Court

STAR WITNESS Nesbit (*right, in court*) saved her husband by telling how she inflamed Thaw into killing White by revealing to him the secrets of their early love affair. Branded as a greedy, immoral girl by a prosecutor trying to discredit her all-important testimony, Evelyn with amazing courage parried every insinuating question with studied naiveté. Reminiscing recently, she told a LIFE reporter, "Those were days when you could have no sex life. To use an old phrase, I rocked New York."



CONTINUED

Copyrighted material

Long...low...and look at the choice!



Studebaker sets the pace...whatever model you choose!

You drive the real pace-setter, when you go Studebaker! This far-ahead car has won 36 International Style Awards. And Studebaker sets the pace in power, too . . . with a choice of two surging V-8s or a sparkling Six. Studebaker's long, low road-design pairs up with brilliant power, for relaxed, road-hugging travel anywhere! Now for the *big* news . . . a Studebaker can be yours priced right down with the lowest! Choose from 24 models. Studebaker . . . the *smart* car to buy!



Big family? This one's just right for you!
The Studebaker station wagon carries six passengers in solid comfort . . . has 31 cubic feet of cargo space, which doubles when you fold the rear seat down. This one's smart enough for any setting . . . and sturdy enough for any hauling chore you'll give it.



See Studebaker-Packard's TV Reader's Digest...a weekly feature on ABC television network

STUDEBAKER DIVISION OF STUDEBAKER-PACKARD CORPORATION...ONE OF THE 4 MAJOR FULL-LINE PRODUCERS OF CARS AND TRUCKS

Copyrighted material

NOW... BLUE BONNET MARGARINE IS

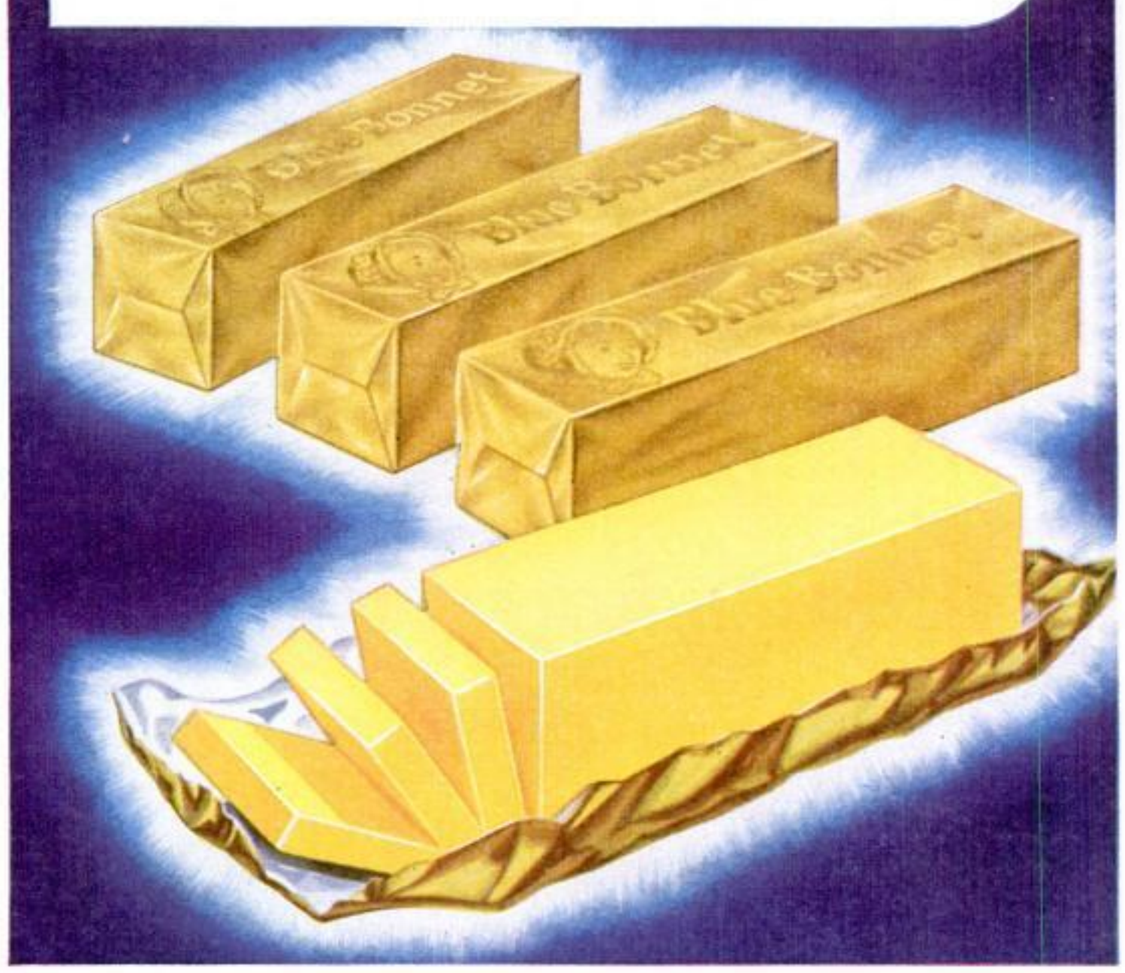
DOUBLE WRAPPED IN

GOLDEN FOIL

GOLDEN FOIL AROUND THE WHOLE POUND **OUTSIDE**



GOLDEN FOIL AROUND EACH PRINT **INSIDE**



SEALS ALL THE GOLDEN GOODNESS IN!

Yes, now all the golden goodness of BLUE BONNET Margarine is *doubly* protected in golden foil—with a Zip Tape for easy opening.

Better for FLAVOR! BLUE BONNET's delicate, sunny-sweet taste is protected right to your table.

Better for FRESHNESS! BLUE BONNET's delicious freshness is all sealed in . . . all "off flavors" sealed out.

Better for NUTRITION! BLUE BONNET now gives you all the Minerals, Vitamins, Food Energy of the "high-price" spread,* protected as not even the "high-price" spread is protected.



COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

REPLACEMENT OR RETURN OF MONEY Guaranteed by Good Housekeeping IF NOT AS ADVERTISED THEREIN

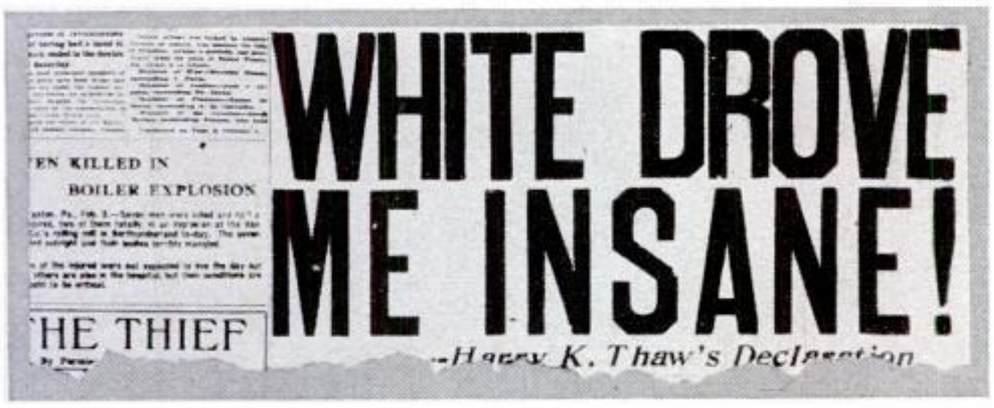
Blue Bonnet Margarine

for **FLAVOR** *and* **NUTRITION** *with* **ECONOMY!**



In the West, look for this preferred package now double wrapped in GOLDEN FOIL.

Copyrighted material



WILD-EYED, Thaw looked as mad as his lawyers said he was in their attempts to prove him insane. He helped liven the trial by having jail breakfasts sent in by Delmonico's (*below*). The first public outrage against him for murdering such a distinguished citizen turned into widespread sympathy as Evelyn's voluminous testimony about the dead man's conduct unfolded at the trials. The first trial ended in a hung jury which voted 7-5 for his conviction.









THAW'S ACQUITTAL after second trial in 1908 was followed by commitment to insane asylum. He escaped in 1913 but was recaptured. Judged sane in 1915, he was recommitted in 1916 for whipping a boy, got out in 1924.

CONTINUED

it's the **knit**
with the **fit**
where you **sit**®

panties of
Spun-lo®
RAYON FABRIC
only about **69¢**

These are the *comfortable* undies that fit, when you stand, bend, stretch or sit.
They never feel cold, won't get clammy!
They're naturally absorbent.
Easy to wash, quick to dry, need no ironing. All styles.

Guaranteed by Good Housekeeping



it's **fabric** it's **softer**
it's **machine washable!**

baby pants
of waterproof
Spun-lo®
RAYON FABRIC



Better for baby... easier for you. Fabric outside, waterproof inside. No rubber, no separate lining. They're waterproof panties with a dress-up look. *Machine washable!* Non-allergenic. 5 colors.

pull-on style, only about **79¢**
snap-on style, only about **98¢**
SLIGHTLY HIGHER IN CANADA

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

Guaranteed by Good Housekeeping

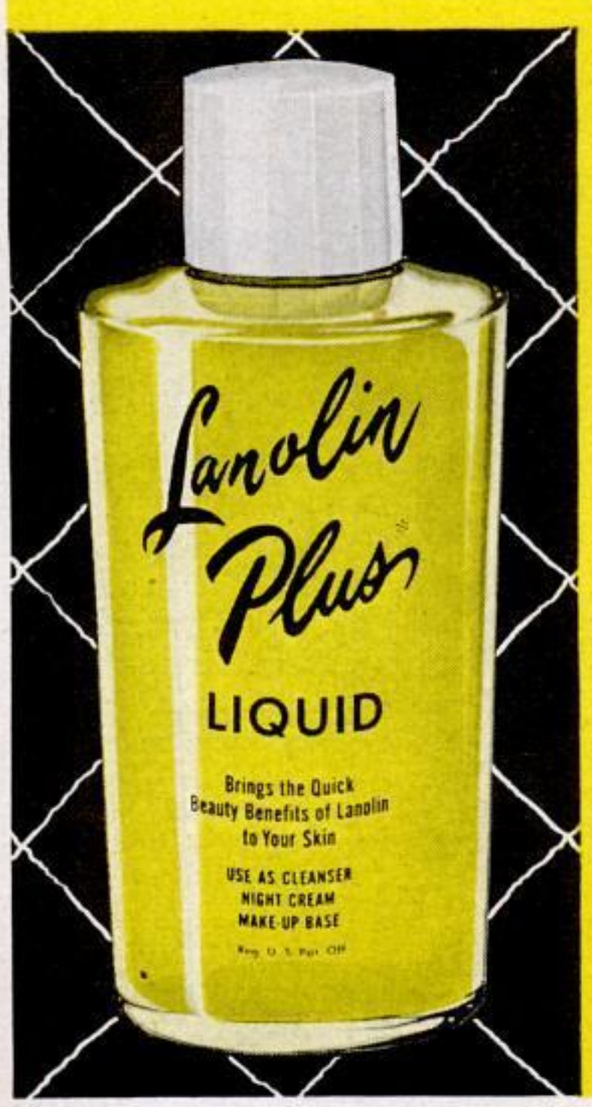
Industrial Rayon Corporation, Cleveland, Ohio Producers of Continuous Process Rayon Yarns; ®Tyron Cord for Tires; The New Nylon Staple Fiber

Copyrighted material

How to Get a Softer, Smoother, Younger-Looking Skin Overnight!



Patent-Processed LANOLIN PLUS *Liquid Does Wonders for Skin of Any Age*



IT IS true, and if you haven't tried it, we suggest you do tonight. Apply to your skin a tiny bit of LANOLIN PLUS *Liquid* before retiring and watch it disappear.

When you awaken tomorrow morning and see and feel your skin, you will believe that an angel had touched your face with a magic wand while you slept. You'll find your skin much softer and oh! so much smoother—a thrill to touch! All skin dryness will be gone and your dry skin worries will be over as long as you continue using LANOLIN PLUS *Liquid* regularly. It's really amazing!

Your make-up will go on much more perfectly too, giving you a complexion, beautiful beyond words! To make sure you will get the wonderful overnight results described here, get the one and only patent-processed LANOLIN PLUS *Liquid*. Just $1 plus tax.

All LANOLIN PLUS preparations contain wonder-working LANOLIN PLUS *Liquid*

EVELYN'S FALL FROM FAME



EVELYN NESBIT'S SON, shown with her at resort, was named Russell K. Thaw by his mother who said Harry Thaw was his father—result of secret meetings while he was inmate at insane asylum. She lost the paternity suit.



REUNION WITH THAW in 1926 started false rumors of a remarriage. Evelyn had been divorced by Thaw after son's birth, had since married and been deserted by dance partner. A failure on the stage, she twice tried suicide.



NIGHTCLUB HOSTESS in Chicago in 1931, Evelyn was still trying to cash in on her early notoriety. She earned a precarious living entertaining in resorts, failed in a tea room, finally took up the sculpture she does today.

Copyrighted material



MAURICE EVANS, DISTINGUISHED ACTOR. FRED ALLEN, AUTHOR, "TREADMILL TO OBLIVION"

What are Fred Allen and Maurice Evans doing on the rocks?

More and more people are drinking cocktails on the rocks these days. "And," says Maurice Evans, "it suits me down to the ground. These Manhattans, for instance — poured right from the Heublein bottle, over ice in the glass — and behold! I'm the very model of a perfect host!"

"Anyway, your *cocktails* are perfect," says Mr. Allen. "You get my vote as The Man Who's Done Most For The Ice Cube."

These Manhattans, like all Heublein Cocktails, are full-strength (high proof). Pour them "on-the-rocks" — or stir with ice and serve them in cocktail glasses. Either way, they're wonderful. Heublein uses the same choice liquors you'd use yourself. And their master barmen, who have mixed more fine cocktails than anyone else on earth, blend them to perfection. Every Heublein cocktail is superb in flavor, unvarying in excellence.

Manhattan, 65 proof; Extra Dry Martini, 75 proof; Daiquiri, 60 proof; and 6 other popular types.

And now, for after dinner—
Heublein's full-flavored Cordials.
Connoisseurs say that the delicacy, the subtle bouquet and the true, rich flavor of Heublein's Cordials are unsurpassed.
The mintiest Creme de Menthe, 54 proof
Superb Blackberry Flavored Brandy, 70 proof
The smoothest Creme de Cacao, 50 proof
Choose from these and 17 other full-flavored Heublein Cordials, Fruit Flavored Brandies and Liqueurs, all at welcome domestic prices.
G. F. HEUBLEIN & BRO., HARTFORD, CONN.

HEUBLEIN

Symbol of Hospitality since 1875

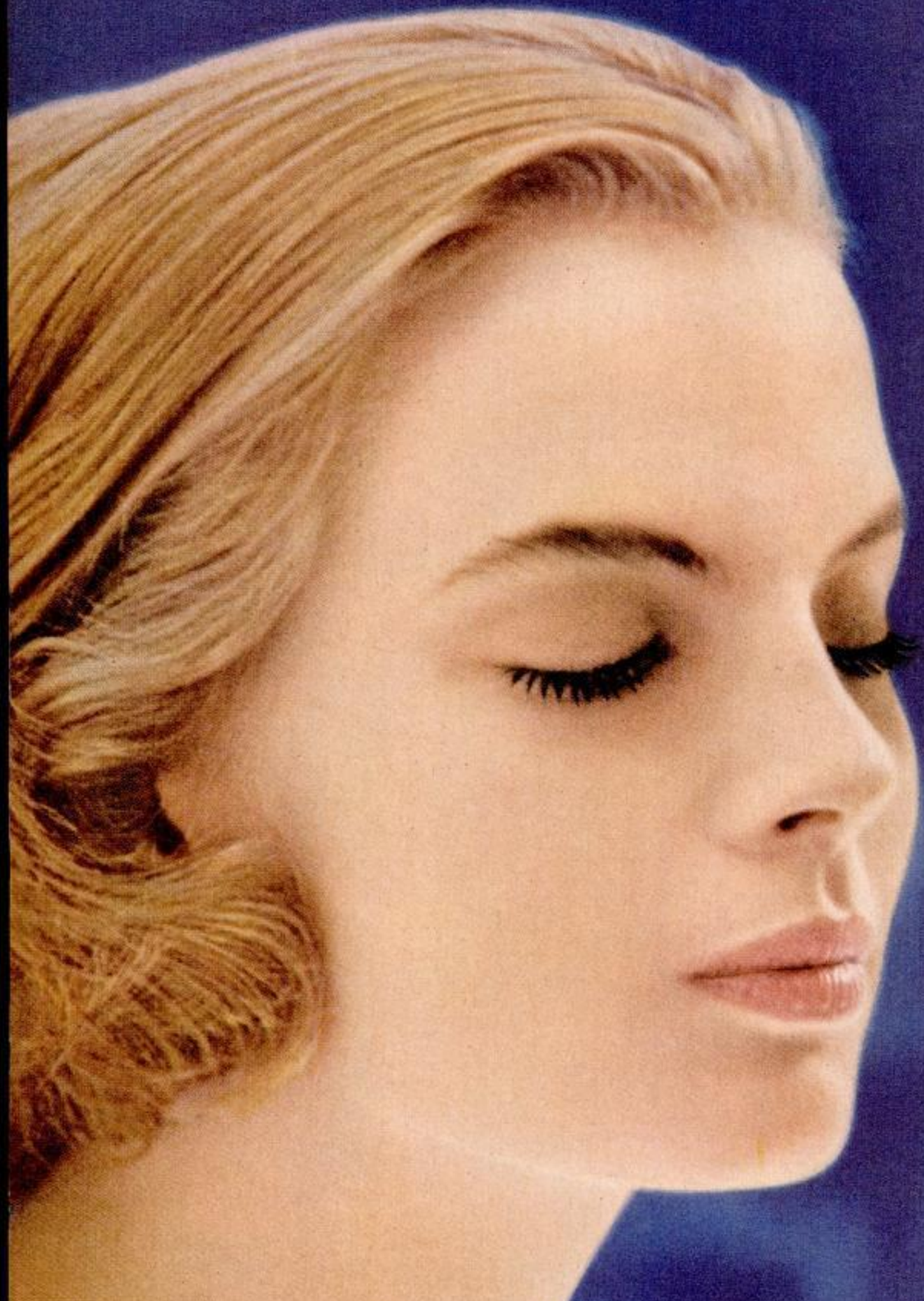
COCKTAILS — full-strength, ready to serve

CORDIALS — full-flavored, delicious

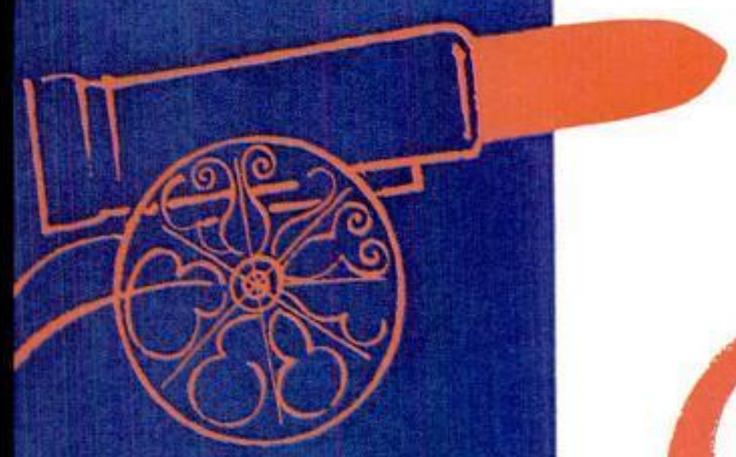
Copyrighted material

revolution in lipstick

in a moment every other lipstick will be old-fashioned



Copyrighted material



Soft Touch

the revolutionary **new** lipstick by Toni

Glides on at a touch . . .

yet stays on twice as long

as "long-lasting" lipsticks!

Twice as long? Yes! Just put on Soft Touch and forget about it. No need to retouch— with Soft Touch. No messy smear . . .

and so comfortable!

Three new shades for the new season in Red — Rose — Coral

$1.25 plus tax



© THE GILLETTE CO.

Copyrighted material

say Nitey Nite® to Mommy

tell her your favorite sleepers now come in prints, too!

The excitement in the nursery is all about the new *printed* NITEY NITES—so pretty it seems a shame to pull the blankets over them. Of course you can still get the wonderful solid-color NITEY NITES you've loved for years. Printed or plain, NITEY NITES are made of warm, fluffy-soft cotton that's been *Perry-ized* for shrink resistance. The bunny print for sizes 0 to 4; the cowboy and bow prints for sizes 2 to 8; the plaid-trim ski pajama for sizes 2 to 14 —also in boys' style sizes 2 to 12; the solid-color old favorite for sizes 00 to 4, also in sizes 2 to 8. All in choice of happy young colors. Your store has many other NITEY NITE styles too.

Footnote: The improved PLASTIC sole is lighter, softer—wipes clean with a damp cloth—stays soft after laundering.



NITEY NITE SLEEPERS, PERRY, N. Y.

Copyrighted material

IN MURKY MOVIE THEATER NEAR JOHANNESBURG, WITH LIGHT COMING FROM HOLES CUT IN WALLS, A "CULTURAL CLUB" MEETS WITH "GROUP LEADER"

LOCKED DOOR TO LEARNING

In Johannesburg, South Africa the education of several thousand children has now been switched from classroom to "cultural club." "Cultural clubs" sprang up after the country's white supremacy government limited the education of black Africans to schools where the curriculum is designed to convince them that they are inferior. Schools which refuse to follow this curriculum are being closed. Others which did follow it were immediately boycotted by resentful blacks.

Now the "cultural clubs" meet as shown here, but they have no books, no blackboards—nothing to suggest they are schools. They substitute storytelling and quiz techniques, doing their best to teach without appearing to do so.

BECAUSE SCISSORS ARE TOO EXPENSIVE, CHILDREN USE FINGERNAILS AND PINS TO CUT PICTURES FROM MAGAZINES IN AN ELEMENTARY EXERCISE IN ART

CONTINUED

Unauthorized material

ROADS OVERSEAS ARE BARRED

Lest some Bantu boys obtain educations abroad, the government seems set on a policy of refusing them passports. The first such bitter case arose when 17-year-old Stephen Ramasodi, brightest boy in his class at Johannesburg's St. Peter's Anglican Mission School, was offered a scholarship to the Episcopalian Kent School in Connecticut. The government would not let him out. An official explained bluntly: "Stephen would be taught things he could never use when he came back to this country. Why should we let the boy be frustrated . . .?"



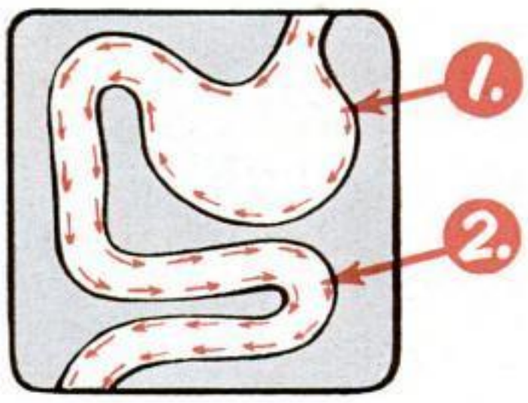
COMFORTING DEJECTED BOY, Father Trevor Huddleston walks grounds of mission school which he will close rather than submit to the new law.



Stomach UPSET?

Indigestion? Nausea? Diarrhea?

Hospital Tests prove Pepto-Bismol works where Soda and Alkalizers fail!



Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!

Pepto-Bismol also helps calm distress in the intestinal tract . . . where soda and alkalizers never help!



Pepto-Bismol's special medicinal formula soothes *both* the irritated stomach *and* intestinal walls with a gentle coating action. It helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea —without constipating. No wonder Pepto-Bismol is America's leading family remedy for upset stomach!

P.S. MOTHERS! Pepto-Bismol is effective, mild, safe for children, too. They love its wonderful flavor!

Take Hospital Tested

A NORWICH PRODUCT

Pepto-Bismol®

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

...and feel good again!

Copyrighted material

For America's Defense Team...

World's Fastest Navy Fighter...

New Chance Vought *Crusader*

Streaks smoothly into the silent world beyond the speed of sound—yet it is a sure-footed performer at speeds required for carrier landings—a powerful, advanced weapon for Your New Air Navy.

A lightweight fuselage wrapped around one of the world's most powerful turbo-jet engines—knife-thin wings to meet the challenge of supersonic, high-altitude performance.

This is the new Vought XF8U-1. This is the *Crusader*—Your New Air Navy's—and the world's—fastest carrier-based fighter. Evolved by Vought research and development, the *Crusader* represents the next generation of Navy fighters.

The men who will fly this aircraft are among the world's finest—Air Navy fliers. They are deservedly proud of their vital place on the U. S. Defense Team. The new *Crusader* will be a significant addition to their strength.

The supersonic *Crusader* will be serving soon with fast-moving carrier forces on the high seas, helping to guard your freedom and the peace of the world.



Join the MEN Who Fly for Navy
Men Who Will Fly Jets Like the New *Crusader*

There's no greater challenge to young Americans today than the Jet Frontier. $70,000 worth of Air Navy training fits a man to meet this challenge—to become a leader in tomorrow's world.

If you are 18-25, and unmarried, visit your nearest Naval Air Station, or mail this coupon to NAVCAD, Washington 25, D. C., for complete details.

Name _____ *Age* ____

Address _____

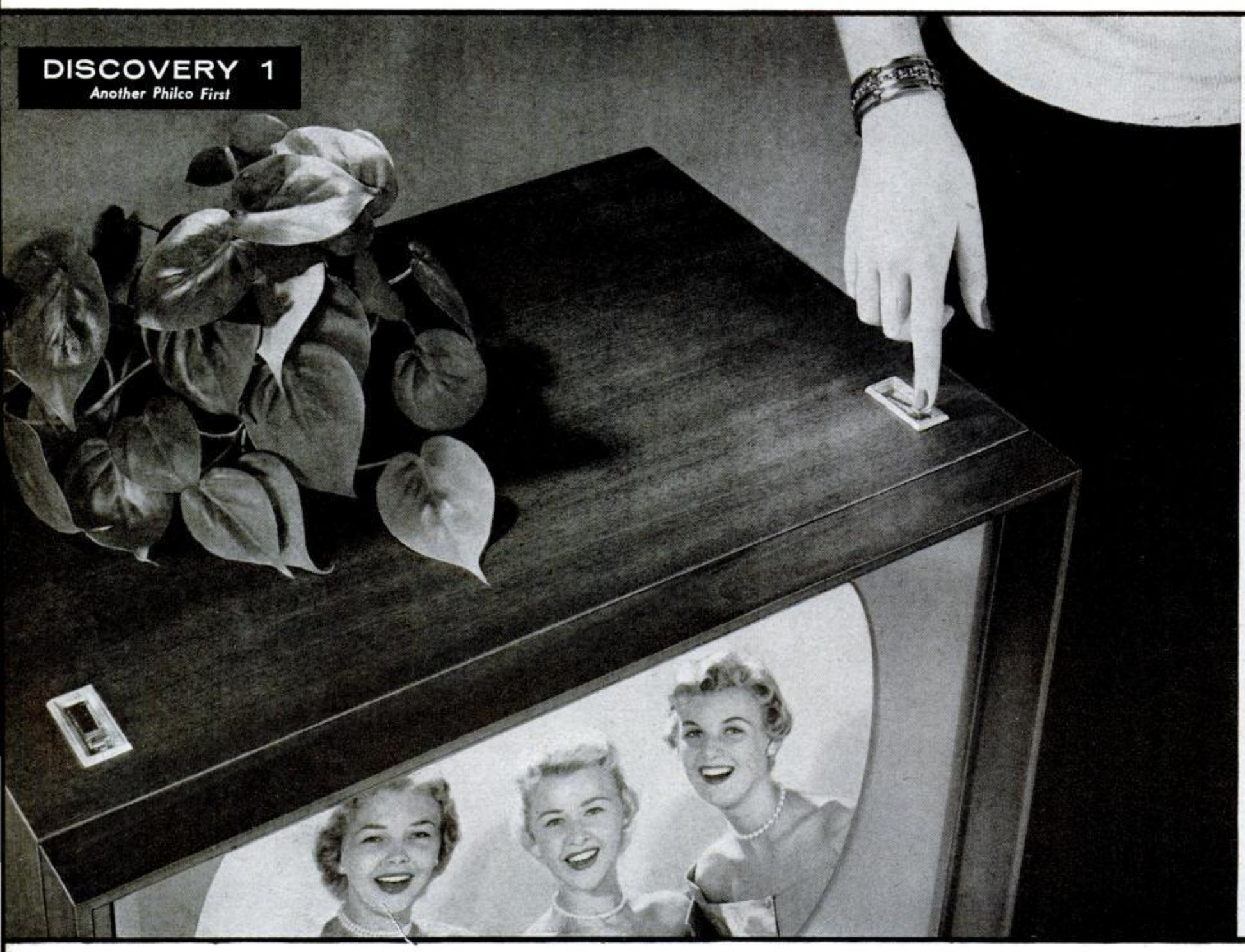
City _____ *Zone* ____ *State* _____

CV-7

DESIGNER AND BUILDER OF HIGH PERFORMANCE MILITARY AIRCRAFT SINCE 1917

Copyrighted material

TOP TOUCH TUNING . . Television discoveries





AT THE SET . . . OR BY REMOTE

Just a touch – there's your

YES, Philco unveils the discovery that will thrill millions of televiewers! Here's America's first automatic TV! The fabulous new Philco Top Touch Tuning System is up forward and right on top of the set, where it's convenient and easy to reach. A touch of your finger turns the set on. A touch changes stations. A touch turns the set off. No more fumbling with awkward, hard-to-reach knobs. It's all new . . . all *automatic!*

And you can enjoy Philco automatic Touch Tuning, two ways. You merely step up to the set—and touch, there's your station. Or you can operate it by *remote control* from across the room! Just touch the control and you change from station to station without ever moving from your chair. Philco Remote Control is sensationally priced at only $10.00. See it in action at your Philco dealer's. And see the wide array of fashion-crafted 1956 Philco Models. You'll thrill to the grace and elegance of Philco's distinctive new "Picture Frame" cabinet designs.

AUTHORIZED PHILCO Famous for QUALITY the World Over DEALER

Buy only where you see this sign, for guaranteed Philco quality and service.

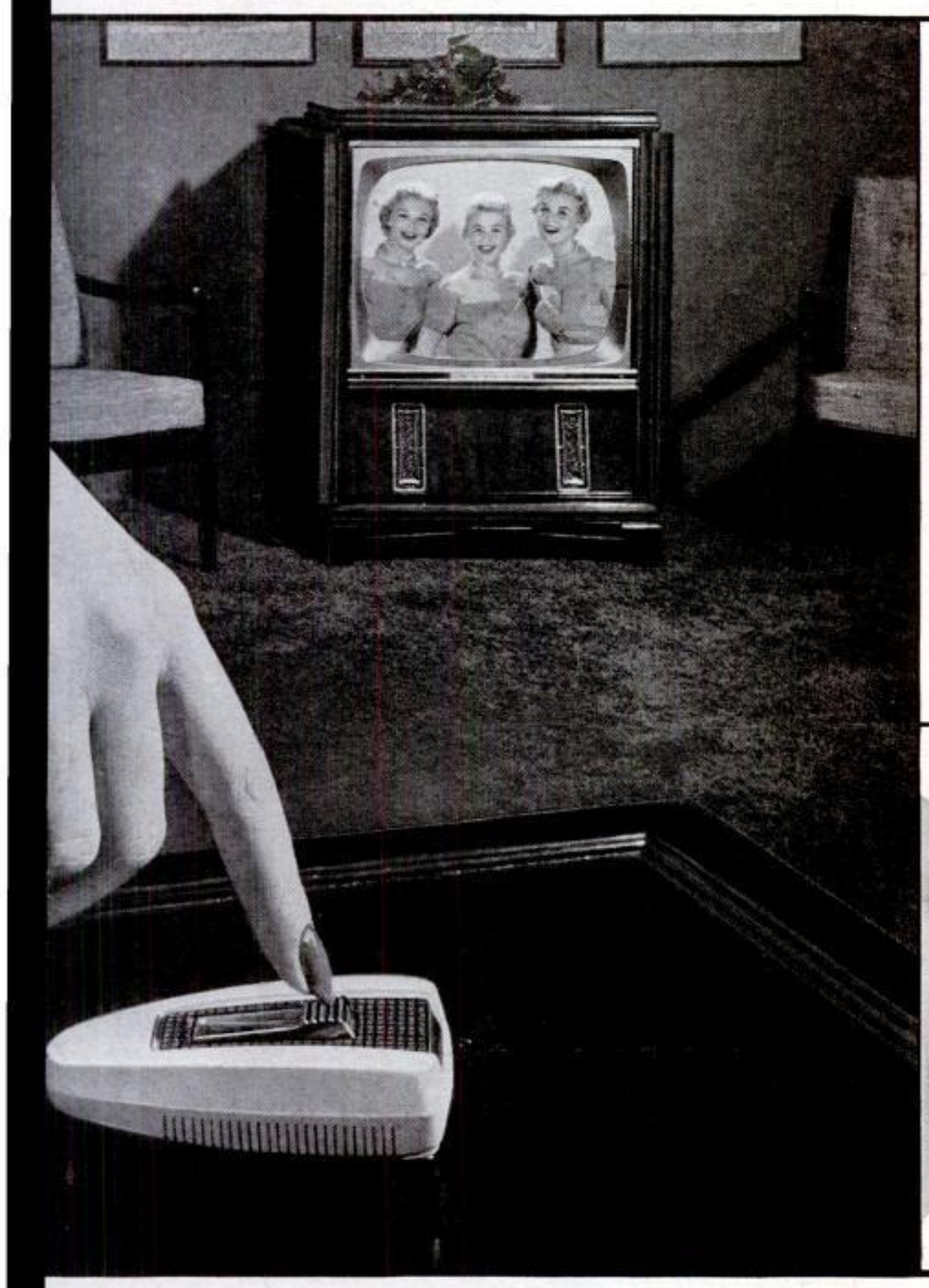
Prices and specifications subject to change without notice.



21'' Console in Mahogany, Teak or Walnut. Philco 4320

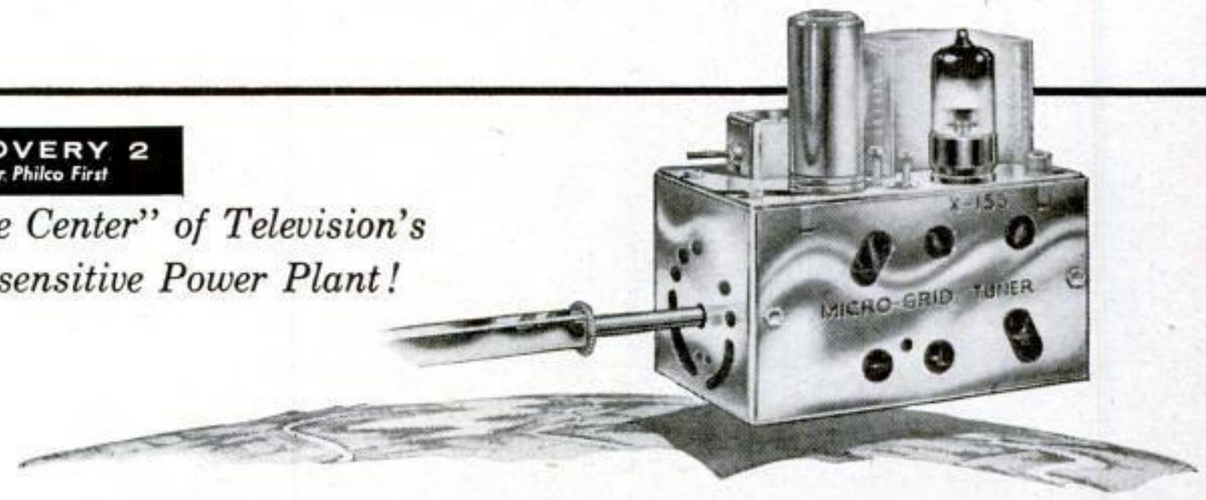
Copyrighted material

. one of three major from **PHILCO**® for '56!



DISCOVERY 2
Another Philco First

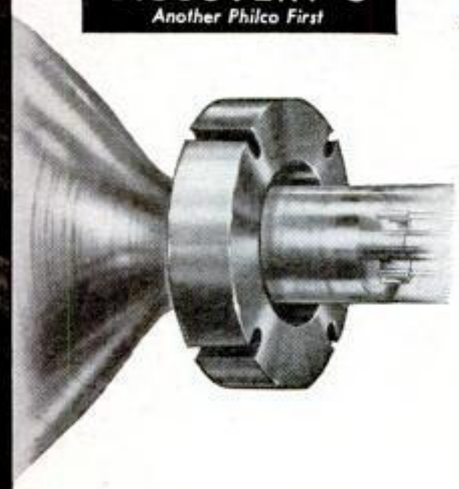
"Nerve Center" of Television's most sensitive Power Plant!



New MICRO-GRID TUNER with Miracle X-155 TUBE

Out of brilliant Philco electronic research in guided missiles comes the discovery of the Micro-Grid Tuner and mighty midget X-155 Tube. This is the "nerve center" of a great new Philco transformer powered chassis—it makes possible a television set with up to 25% greater sensitivity. Result: a new standard of picture performance, "snow-free" reception in many of the toughest reception spots in the country.

DISCOVERY 3
Another Philco First



New "Magnetic Ring" for pinpoint clarity . . .

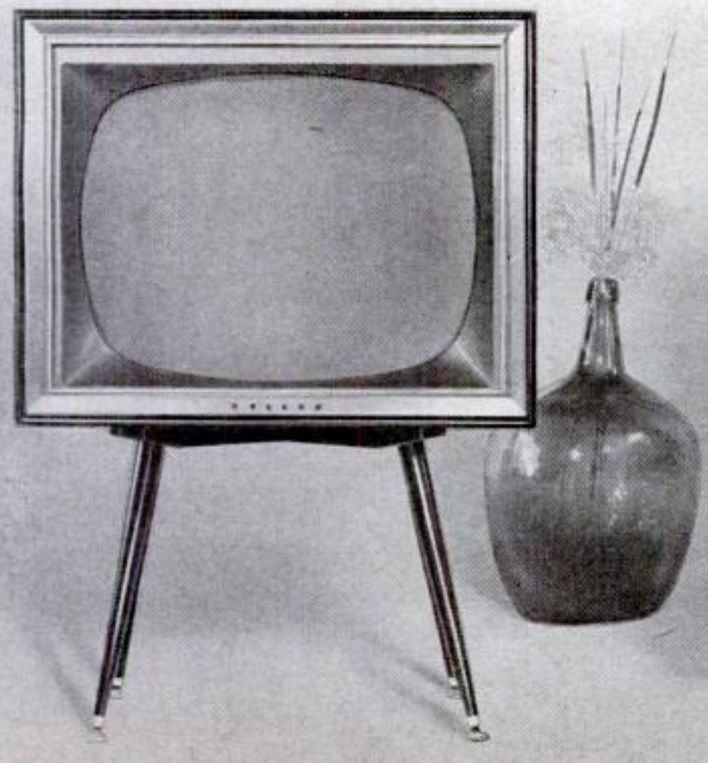
TELEVISION'S FIRST PHOTO-PERFECT PICTURE

By using a special ceramic process, Philco develops an exclusive new ring-type magnetic picture focusing system. This "Magnetic Ring" achieves the first Micro-Dot focusing in all television. Result: amazing pinpoint clarity—true "portrait camera" realism. You get all the action Photo-Perfect! Only Philco has it!

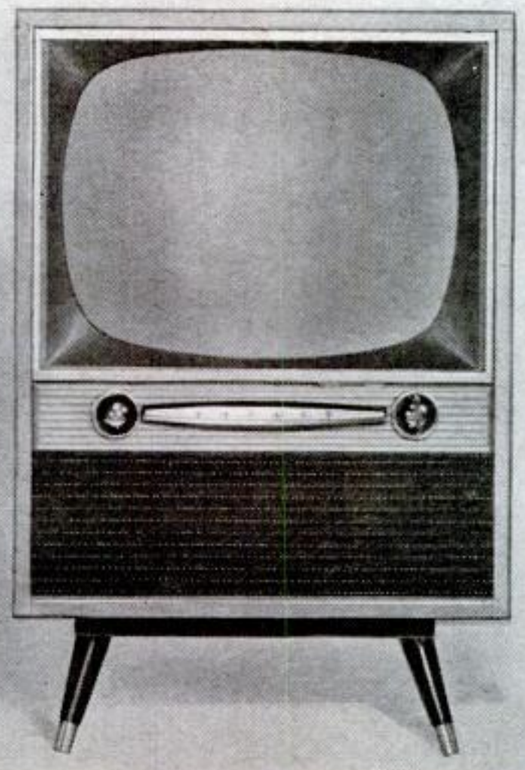


CONTROL, IT'S ALL AUTOMATIC!

station...Photo-Perfect



Custom 21" Swivelet. "Picture Frame" Styling. Philco 4148



Swivel Console. 21" Photo-Perfect picture. Philco 4151-L



The Big, Brilliant 24-inch Photo-Perfect Picture. Philco Console 6126

TUNE IN "MISS AMERICA" FINALS DIRECT FROM ATLANTIC CITY

Philco telecasts the Beauty Pageant Sat. Sept. 10, 10:30 to 12:00 PM E.D.S.T. over the entire ABC network.

Copyrighted material

What's New in Colgate Dental Cream that's MISSING-MISSING-MISSING in every other leading toothpaste?



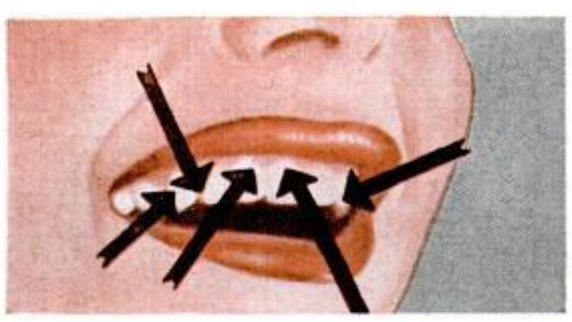
It's GARDOL—To Give Up To

7 Times Longer Protection Against Tooth Decay

...With Just One Brushing!

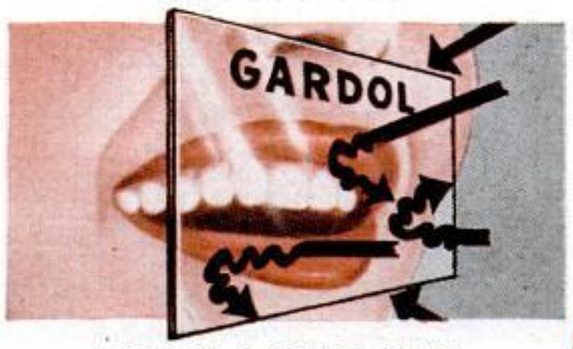
GARDOL Makes This Amazing Difference!

MINUTES AFTER BRUSHING WITH ANY TOOTHPASTE



DECAY-CAUSING BACTERIA RETURN TO ATTACK YOUR TEETH!

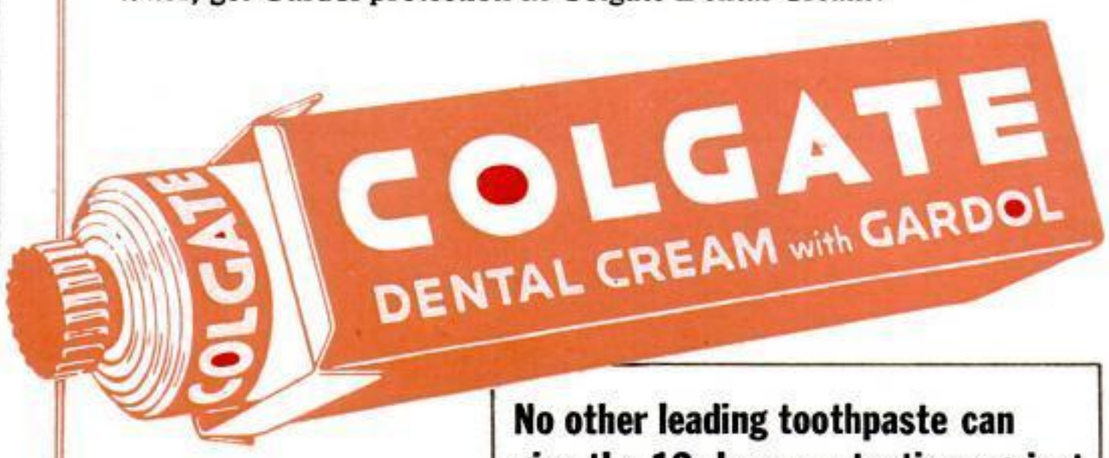
12 HOURS AFTER ONE COLGATE BRUSHING GARDOL IS



STILL FIGHTING THE BACTERIA THAT CAUSE DECAY!

Any toothpaste can destroy decay- and odor-causing bacteria. But new bacteria come back in minutes, to form acids that cause decay. Colgate's, unlike any other leading toothpaste,* *keeps on* fighting tooth decay 12 hours or more!

Thus, morning brushings with Colgate's help protect all day; evening brushings all night. Because the Gardol in Colgate's forms an invisible, protective shield around your teeth that lasts for 12 hours *with just one brushing*. Ask your dentist how often you should brush your teeth. Encourage your children to brush after meals. And *at all times*, get Gardol protection in Colgate Dental Cream!



No other leading toothpaste can give the 12-hour protection against decay you get with Colgate's with just one brushing!

*THE TOP THREE BRANDS AFTER COLGATE'S.

Cleans Your Breath While It Guards Your Teeth

Copyrighted material



BIG BUDDHIST BELL BACK HOME

Pasadena relinquishes a trophy of the war to a Japanese temple

Trundled out of the Pasadena, Calif. city hall where it had been on display as a World War II prize, a 700-pound bronze bell has gone home at last to a joyous welcome in Japan.

In 1943, as a contribution to Japan's wartime scrap drive, the Buddhist priests and followers of the Nishi-arai Daishi temple in Tokyo gave up the bell, which was cast in 1820 and is called a *tsurigane*. When the war ended, the crew of the U.S. cruiser *Pasadena* found it on a scrap heap in southern Japan. They took it aboard, later gave it to the cruiser's namesake city.

In time, word trickled back to the temple that the bell had never been melted down and was safe in the U.S. Learning that the Japanese would like to have the bell back but had been reluctant to ask Pasadena directly, the city made the move on its own initiative. In Tokyo the bell was greeted by many thousands who were anxious to know how it would sound after 12 years of wandering (*next page*).

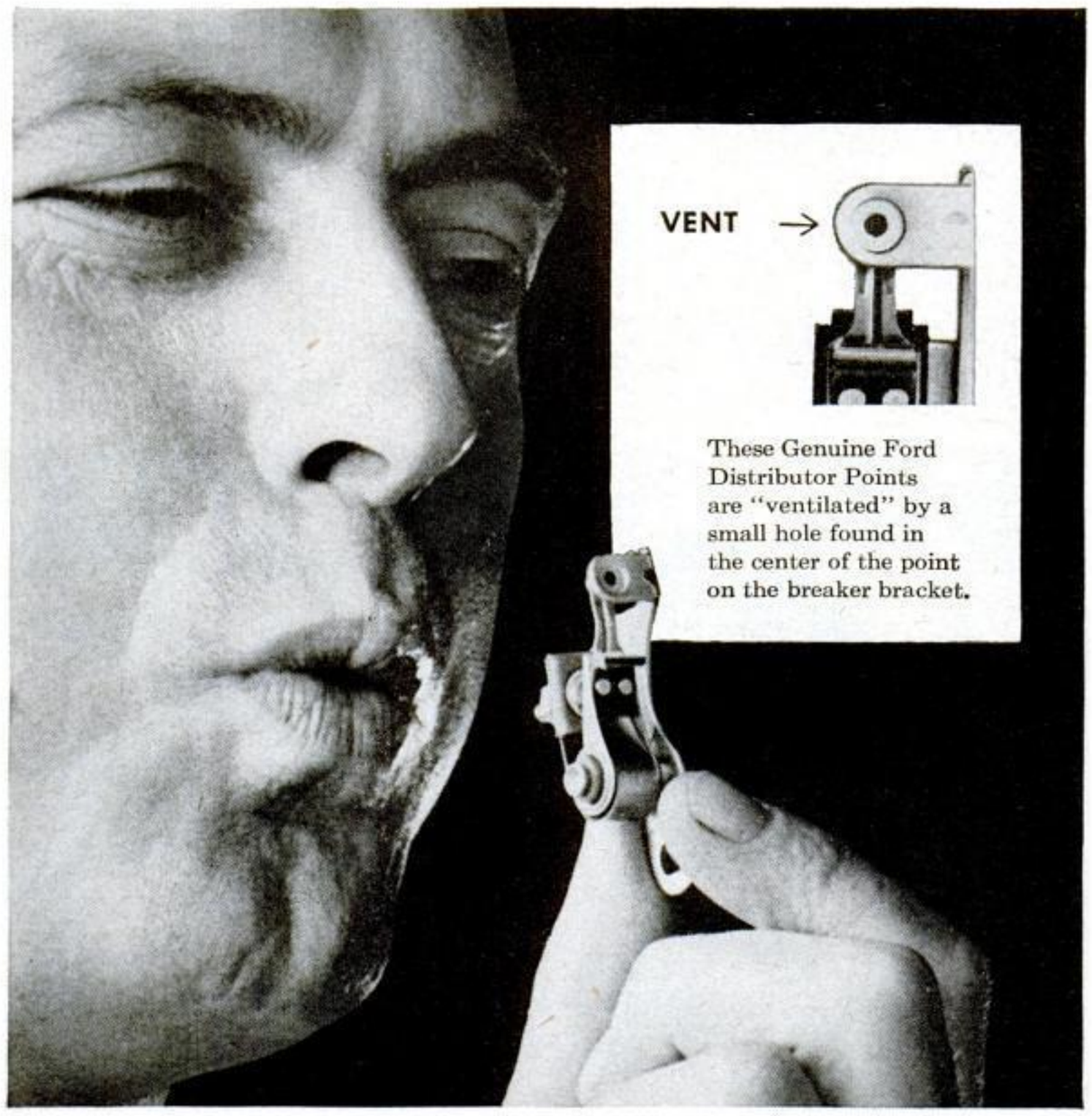
DEPARTING from Pasadena, the big bell leaves city hall for Los Angeles to be put aboard a Japanese vessel. The workmen donated their services.



WELCOMING the bell, singing schoolgirls in Tokyo take part in the ceremonies attended by some 1,000 worshipers, spectators in the Hibiya Park.

Get the distributor points with the

VENTILATED CONTACT



Instead of touching only a small section, contact is made around the entire circumference of the hole. The hole greatly reduces metal rub-off and overheating to give these Genuine Ford Distributor Points longer point life.

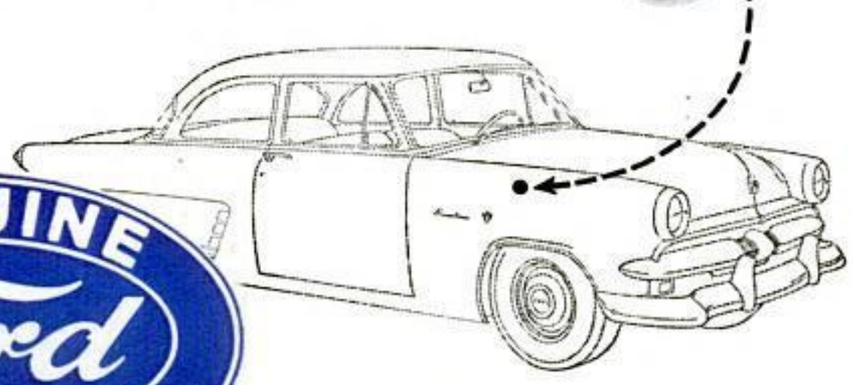
These Genuine Ford Distributor Points are "ventilated" to reduce overheating...give more contact...and last longer

When a new part will put "the old zing" back into your Ford, make sure the part you get is a Genuine Ford Part. For Genuine Ford Parts are specially tested to prove they'll last you longer.

Whether it's a distributor point . . . fan belt . . . battery or spark plug, if it's Genuine Ford it's made to rigid specifications set by the same men who first built your Ford.

So to keep your Ford in tip-top running shape . . . specify Genuine Ford Parts—
made right to fit right to last longer!



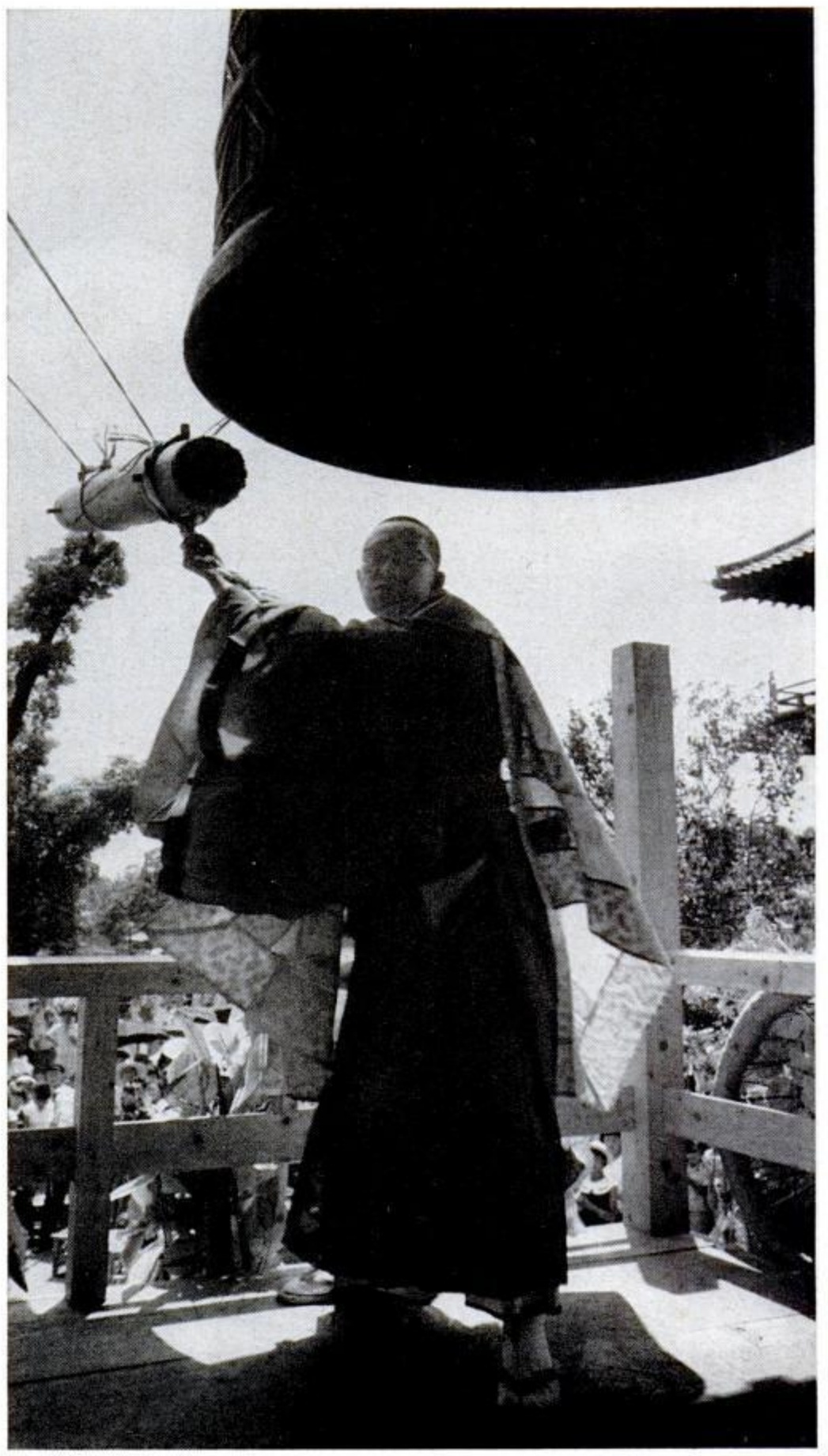


GENUINE Ford PARTS

Keep your Ford all Ford



A SOUSA MARCH, *Stars and Stripes Forever,* was played by a U.S. Army band to help celebrate the return of the Buddhist bell to the Tokyo temple.



THE FIRST PEAL was rung by a Buddhist priest, swinging the heavy oaken clapper. Undamaged in its travels, the bell retained its deep, resounding tone.

Copyrighted material

America's Favorite Peanuts

now come to you in

America's *Handiest* Can!

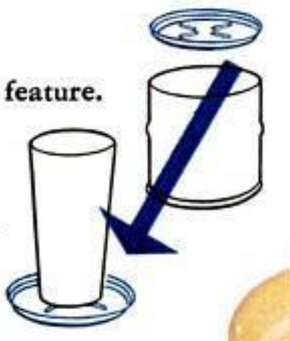
Another PLANTERS First



Only PLANTERS give you those crisp, top quality Salted Peanuts that the whole world loves—big, selected Virginia peanuts—roasted and salted to flavor peak.

And only PLANTERS gives you this wonderful new coaster-top vacuum can—the handiest you ever saw. No more raw, sharp edges; instead the lid edge is safely rounded and fits down *inside* the can as a snug-fitting cover. You'll love both the peanuts and the can. Get PLANTERS today!

Use as a Coaster . . . You'll like this feature. Each lid is shaped and ridged to make a handy coaster for long, cool drinks.





MIXED NUTS
De Luxe Mixture—all high grade nuts; vacuum-packed; salted and roasted to PLANTERS perfection.

5¢ BAG
The famous "Nickel Lunch"... energy & vitamins plus.

JUMBO BLOCK
Pure peanut candy at its wholesome, delicious best. Still only 5¢.

Also in 12 oz. screw-cap refrigerator-freezer jar

PEANUT BUTTER
Super-smooth—Chill Packed for easy spreading and rich, old-fashioned flavor that really tastes like peanuts.

COOKING and SALAD OIL
The truly all purpose oil for better deep and pan frying—baking—salads. No peanut taste, but it enhances flavors of other foods.





Mr. PEANUT ®

These PLANTERS Products are also made in Toronto and sold everywhere in Canada

A wonderful new Adventure in Good Cooking!



How to make family and guests say, "M-m-m. This tastes so-o-o good!"

You never saw a cookbook quite like this one. Over 100 new recipes with scores of variations, ranging all 'round the menu; special Italian and Oriental recipes; fascinating appetizers and snacks; party suggestions for easy entertaining; new cooking techniques. Many pictures in full color. Enclose just 10¢ to cover handling and mailing cost. *Mail coupon today!*

PLANTERS NUT & CHOCOLATE COMPANY
Dept. L-1, Wilkes-Barre, Pa.

I certainly want to have the wonderful New Planters Cookbook. Enclosed is 10¢ to cover handling and mailing cost.

Name_____

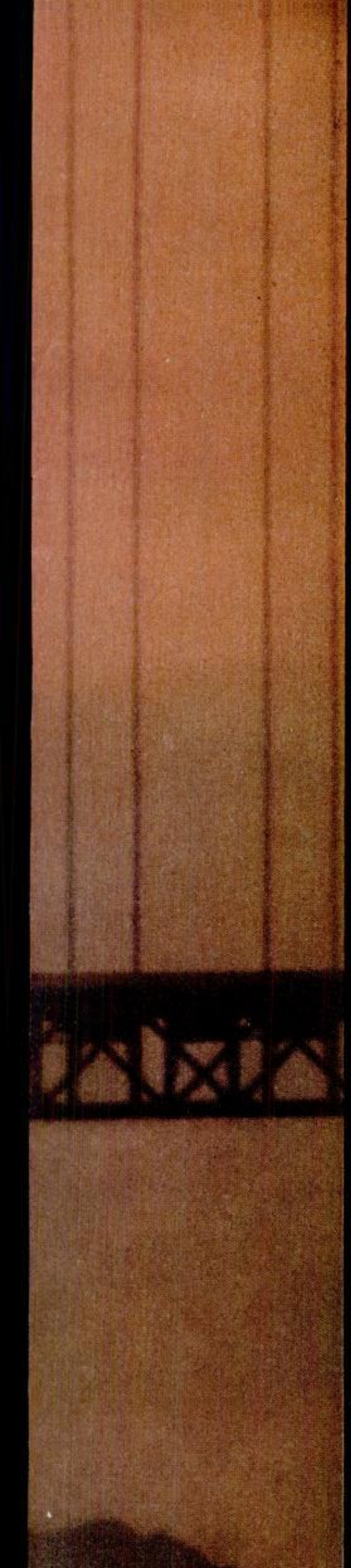
Street_____

City & State_____

PLANTERS *is the word for good* PEANUTS

Copyrighted material


Copyrighted material



BLINDING SUNSET

The late sun's savage glare, creating illusion of a weird inferno, beats on traffic in Los Angeles.

MAJESTIC SUNSET

In golden splendor the sun silhouettes Golden Gate Bridge as it sinks behind San Francisco Bay hills.

THE U.S. AGLOW

Swiss magazine DU shows vivid views of America

One of the world's most distinguished magazines is a dollar-an-issue, German-language monthly of Zurich. Named DU (meaning Thou) it is imaginatively edited, lavishly illustrated and printed with superb craftsmanship by the owners, Verlag Conzett & Huber.

Recently a DU editor, Emil Schulthess, visited and photographed the U.S., and DU spread his glowing portraits over five successive issues. On these pages LIFE offers a vivid sampling of Schulthess' pictures.

Copyrighted material

DESIGN IN DETROIT

Copyrighted material



Hanging lights beat a tattoo of reflections in a lot on Livernois Avenue, Detroit's seven-mile used-car supermarket.

Copyrighted material

A MOONLIT MANHATTAN

To photograph New York by moonlight Schulthess crossed to Hoboken, where he made view of Empire State Building (right), Chrysler spire and other skyscrapers.

A MOONLIT AIRPORT

Hanging big and fat in the night sky, an enormous full moon shines down on earthbound glitter of a Los Angeles airport as an airliner loads for departure.

Copyrighted material

v American World Airways

Copyrighted material



Breakfast in one shake!

You pick your favorite from ten personal portions of America's favorite cereals. You open a fresh package— you spoon up a fresh treat—you're on your way!

Kellogg's VARIETY PACK

America's best-liked cereals

Copyrighted material



ULTIMATE PERSONALITY TEST and possible goal of today's busy psychological testers would be one that determined a man's life pattern at his birth. Here researchers query three sets of prospective parents (*top*), feed the data to an IBM machine (*right*) and on the basis of its analysis honor a future soldier and future scholar, condemn a future criminal (*below, left*).

Modern-Style Mind Reader

PSYCHOLOGIST H. G. GOUGH HOPES TO REVOLUTIONIZE THE FLOURISHING SCIENCE OF PERSONALITY TESTING

by ROBERT WERNICK

I have the feeling that someone is watching me all the time.
TRUE FALSE (CHECK ONE)

MODERN man, a wary veteran, meets a statement like this in an employment blank or elsewhere and quickly checks "False," knowing that "True" is likely to lead him to a session with a goggle-eyed psychologist. Maybe it is "True" nonetheless. If he looks closely he may discover that someone *is* watching him, indeed measuring him with a variety of tests designed to discover his aptitudes and his attitudes, his inhibitions and his ambitions—in fact, every conceivable aspect of what he considers his personality.

The watching and measuring started when his days were few in number. The first tester who peered over the side of his crib perhaps was Dr. Arnold Gesell of Yale, with his Developmental Schedules: "The 28-week-old infant sits with support, his trunk erect and head steady. After a brief period with an introductory toy, it is removed and the examiner presents the FIRST OF THREE CUBES. The baby seizes it *immediately* with a *radial palmar* grasp and carries it to his mouth. He retains it as the SECOND CUBE is presented."

If he doesn't *retain* it, the little brat, he gets a minus mark right there that will be on his record for the rest of his life.

Aged 4, he is ready to answer simple questions ("What does a doggie say?") on the Merrill-Palmer Scale. Before he can read he may be asked to draw a man on the Goodenough Draw-a-Man Test. All through school he receives the full salvo of many batteries (a group of tests used together is called a "battery"). To get to college, he takes the ACE (American Council on Education) or CEEB (College Entrance Examination Board) scholastic aptitude tests, not to speak of the Selective Service College Qualification Test for draft deferment. When the deferment runs out the Armed Forces unleash a particularly high-powered battery—the Armed Forces Qualification Test—to assign his talents to the proper military sphere. Back in civilian life, the Strong Vocational Interest Blank will tell him what kind of job he should be applying for, the Minnesota Multiphasic Personality Inventory will probe to see if he has the psychological stamina to keep it and the Allport-Vernon-Lindzey Study of Values will determine if he is going to enjoy it. Any time along the way he may be asked to read pictures into inkblots (the Rorschach Test), read stories into pictures (the Murray Thematic Apperception Test) or indicate his choice between these two jokes:

1. Epitaph on a waiter:
 By and by
 God caught his eye.
2. One prehistoric man to another:
 "Now that we've learned to communicate with each other—shut up!"

A preference for the first, he will be solemnly notified by the men who think up such tests, signifies "withdrawn derision," a preference

CONTINUED 97

Copyrighted material

My constipation worries are over!

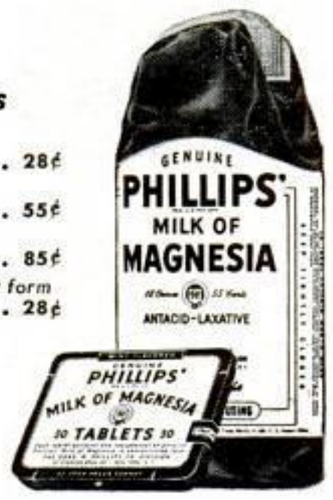


Milk of Magnesia gives more complete relief than single-purpose laxatives which have no effect on the acid indigestion that usually accompanies constipation. For Milk of Magnesia relieves *both* conditions. Two to four tablespoonfuls taken at bedtime work leisurely—without embarrassing urgency. So, when morning comes, you start the day feeling wonderful. Get Phillips' Milk of Magnesia—the best laxative money can buy.

PHILLIPS'
MILK OF MAGNESIA

Liquid or Tablets

The convenient 4-OUNCE SIZE..... 28¢
The economical 12-OUNCE SIZE.... 55¢
The money-saving 26-OUNCE SIZE.... 85¢
Also available in tablet form 30 TABLETS..... 28¢



for the second, "pathos and calm acceptance."

If, wearying of such scrutiny, our man decides he'd like to sneak into the corner bar for respite, a psychologist giving the Alcadd Test for alcoholic addiction may well be lurking in wait for him there.

To be sure, there are still great untested gaps in our lives and we do not yet have to reckon with Big Brother on the scale of 1984. But we certainly already have a Baby Brother who prys into our privacies—scurrying, inefficient, purblind, but remarkably thorough. His formal title is "psychometrician"—which would be Greek for "mind measurer" if the Greeks had had such things. And his power grows from day to day. Already many of our great industrial concerns will not hire or promote a man to a responsible job before clearing it with Baby Brother.

Without rooms full of elaborate tabulating and card-sorting machines to correlate his findings, Baby Brother would be stymied. These machines are buzzing and clicking day and night at most of our major universities. Nowhere are the clicks and buzzes louder than at the Institute of Personality Assessment and Research in Berkeley, Calif., headquarters of one of our busiest and most ambitious psychometricians, Harrison G. Gough, Associate Professor of Psychology at the University of California. Gough (pronounced Goff) is a mixture of modesty and brashness. His scholarly reserve implies that his work is still tentative but his youthful confidence leaves no doubt of its success. "Success" means—though he shies away from putting it this bluntly—that simply by giving you a paper-and-pencil Super-Test, Dr. Gough believes he will someday be able to tell you not only what you should be doing in life but how well you will do it and what people will think of you as you do it.



HARRISON GOUGH works among reams of psychological data in his University of California office.

Gough in person is a model of the up-to-date associate professor. He is clean-cut, crew-cut, snub-nosed, elbow-patched, industrious, voluble, a Sunday skier. He has a trace of flat Minnesota singsong and a taste for extra-dry martinis.

He was born in 1921, only a few years after the large-scale testing business itself, which dates from Professor Lewis Terman's publication of the first IQ test at Stanford University in 1916 and the extensive use of testing on World War I troops. By the time Gough was ready for school the state of Minnesota had gone test-happy, and from the age of 6 he was used to spending many hours being subjected to the crude psychometric observation of that era. He loved it and still does. To this day he cannot resist signing up for any test he hears about, including those for Civil Service psychologist, which he always passes triumphantly.

Round peg, round hole

THERE were no tests in the '20s refined enough to predict what Gough's life work would be, and indeed he stumbled on it by accident. It was in 1942, when he enlisted right after getting his *summa* in sociology at the University of Minnesota. The Army, having tested his aptitudes, assigned him to passing out pencils and paper at Air Force aptitude testing sessions. Later, as a second lieutenant, he was assigned to a neuropsychiatric clinic where he had the good luck to find a superior, Dr. L. E. Wexberg of Louisiana State, who was not only a great teacher but had no one else around to teach except Lieutenant Gough.

He returned from the wars to Minnesota, afire with a project for reforming the social sciences. It seemed to him that psychologists, with their tests and statistical formulas, had evolved a fine instrument for measuring the mind but had no idea of how to use it. The sociologists, on the other hand, were examining all the really important things in life—relation of man to his culture, crime, responsibility, war and peace—but in a crude rule-of-thumb way. He was going to unite the two.

For 10 years now he has been collecting and collating an immense body of brute fact, mostly by means of mass tests made up on his own pattern, which generally stresses a more down-to-earth approach and more everyday terminology than those used by many of his fellow psychometricians. But Gough is by no means a lonely pioneer. The trend toward testing many varied but related aspects of the personality rather than a few isolated ones has been going on intensively since World War II, when the armed services first gave psychologists a vision of what could be done with unlimited funds. The old-fashioned aptitude tests, perfected to a point where they give a fairly good idea (say 50% better than you would get by sheer chance, throwing dice or drawing cards) of whether a youngster will get good marks in college or be a good machinist, are no longer considered fashionable. The hyper-modern testers are interested in judging and relating *every* aspect of personality.

At the last official count (*Mental Measurements Yearbook*, 1953) there were 121 personality and character tests available, ranging alphabetically from the Activity Vector Analysis to the World Test. They are sold by the millions, to schools, clinics and private industry. Some are primitively simple, others immensely elaborate. One quality that most of them have in common, according to Gough and also to more impartial observers, is that they don't work.

From the camp of the psychologists themselves it is not unusual to hear such indictments as this one uttered by Professor Frank Freeman in his *Theory and Practice of Psychological Testing:* "The instruments at present available still permit too wide a margin of error for widespread or uncritical group use; nor are their results refined enough to warrant the elaborate statistical processes to which some of them have been subjected."

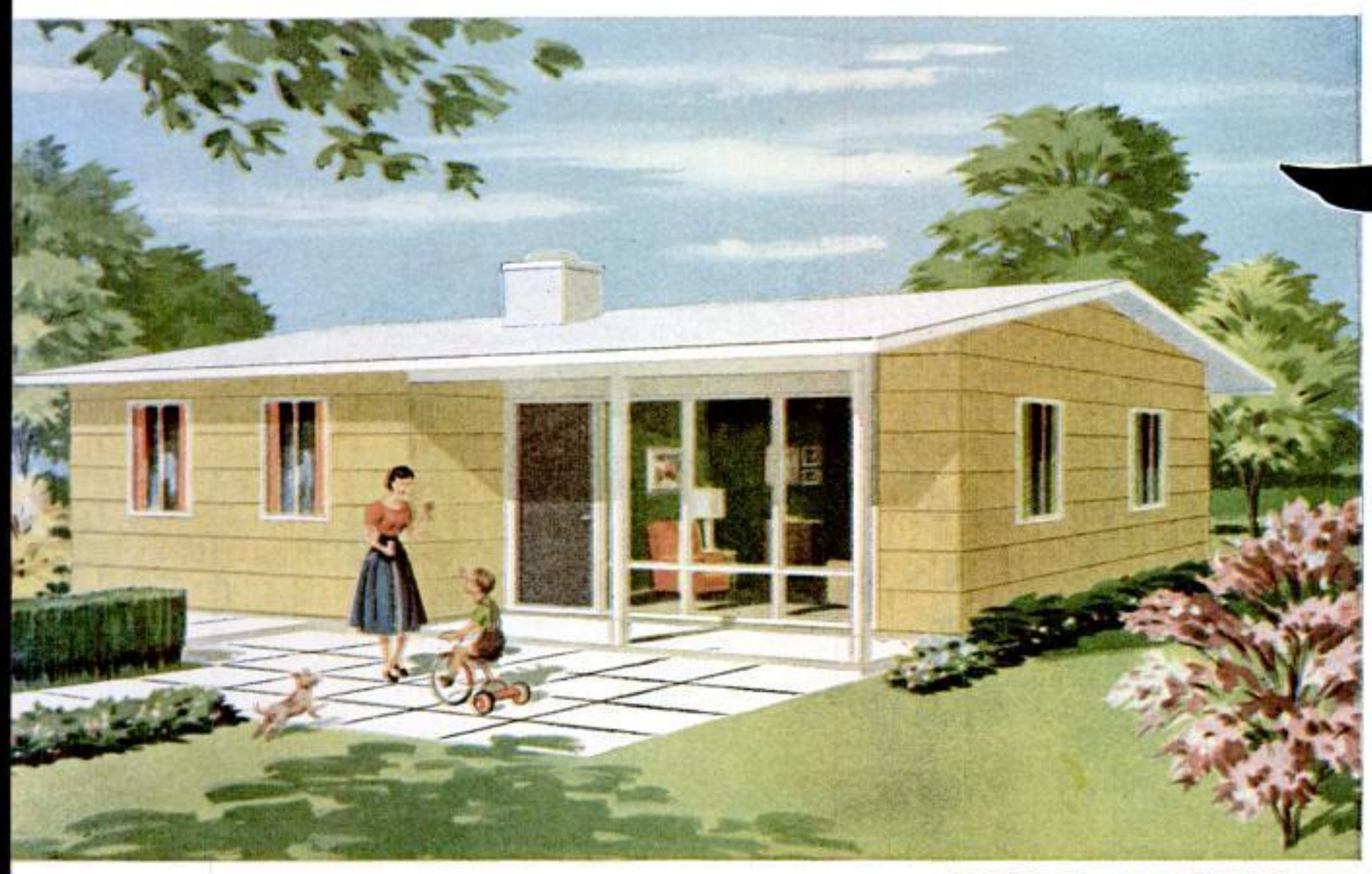
Outside the psychologists' own bailiwick the brickbats for testing as it is now practiced come harder and faster. Most psychiatrists view with darkest suspicion the whole idea of statistically measuring men's souls. Dr. Sol Ginsburg, clinical professor of psychiatry at the Albert Einstein College of Medicine, when asked if he thought that any test could be devised to pick out potential leaders at an early age, says, "There is nothing in our present knowledge of general psychology and of testing that promises such tests in the near future."

On a more practical level, Algie A. Hendricks, director of employment practices for General Motors, considers personality testing the least

CONTINUED

Copyrighted material

Highest in QUALITY...LOWEST PRICE *by Far!*



BUY A

National HOME



See these Big New Nationals in

NATIONWIDE OPEN HOUSE – Sept. 10-11

National homes come in a wide variety of styles and sizes to suit every taste, need, income. See for yourself how National gives you so much more house for your money—abundant floor-to-ceiling closets and storage space—big kitchens with efficient layouts — aluminum windows — entire house precision built — *pre*-tested and quality-controlled from start to finish.

Here are two distinctive designs, featured in our Fall Open House Showings:

(ABOVE) *Long, low, sweeping roof lines with corresponding sloping ceilings, which, along with "open" interiors, give this home unusual spaciousness.*

(RIGHT) *A friendly "homey" design with level ceilings and room arrangement affording the cozy privacy preferred by many families.*

Watch local newspaper for time and location of nearest Open House



Easy to Own . . . Wonderful to Live In!

- **NO DOWN PAYMENT** for Qualified Veterans in many areas . . . low down payment for others.
- **LOW MONTHLY PAYMENTS** . . . less than rent.
- **LOWEST COST TO HEAT** <u>by far</u> . . . you'll be thrilled with the savings.
- **QUICK OCCUPANCY** . . . enjoy your own home, sooner than you dreamed.
- **AMAZING SPACIOUSNESS** . . . and you'll be delighted by the way every inch is utilized.
- **EASY TO TAKE CARE OF** . . . giving you many extra hours for pleasant living.

Consult your nearest National Homes Builder-Dealer NOW, or write to National Homes Corporation, Dept. L-955, Lafayette, Ind. for complete details.

ONE OUT OF EVERY 48 HOMES BEING BUILT IN AMERICA TODAY IS PRODUCED BY...

nh National HOMES®

COPYRIGHT 1955, N.H.C.

Copyrighted material

Watch "Soldiers of Fortune"!
For exciting adventure, see this
7-Up TV show every week.

Copyright 1955 by The Seven-Up Company

Why we have the youngest customers in the business

This young man is 11 months old—and he isn't our youngest customer by any means.

For 7-Up is so pure, so wholesome, you can even give it to babies and feel good about it. Look at the back of a 7-Up bottle. Notice that all our ingredients are listed. (That isn't required of soft drinks, you know—but we're proud to do it and we think you're pleased that we do.)

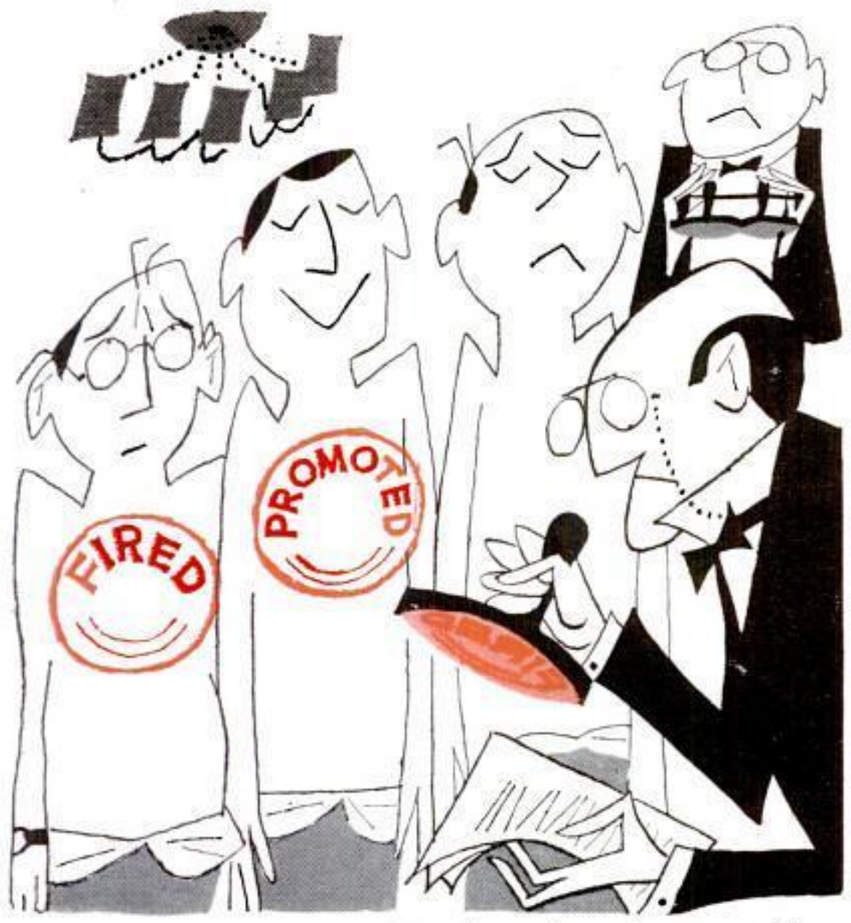
By the way, Mom, when it comes to toddlers—if they like to be coaxed to drink their milk, try this: Add 7-Up to the milk in equal parts, pouring the 7-Up gently into the milk. It's a wholesome combination—and it works! Make 7-Up your family drink. *You like it . . . it likes you!*



Avoid imitations served from taps or cup-machines. Seven-Up is sold in bottles only.

Nothing does it like Seven-Up!

Copyrighted material



TEST-HAPPY BUSINESSMEN have been known to hire, fire and promote employes solely on basis of questionnaires.

MODERN-STYLE MIND READER CONTINUED

important of all the tools he has at hand for examining potential employes. Testing for specific *aptitudes* is of course vital, but when it comes to *attitudes*, Hendricks says, "Those who are smart enough to seek key jobs, where personality and attitude are important factors considered by the hiring agent, are also smart enough to fake even the best attitude and personality tests."

Many of the critics' objections are obviously sound. There is no doubt, for instance, that many tests are transparently easy to fake. To take one example: suppose you are applying for an executive job with a hard-boiled company, one like Sears, Roebuck which has announced that "Generally, cultural considerations are not important to Sears' executives, and there is evidence that such interests are detrimental to success." You get a test in which the questions are on this model: "Which of these men do you think has made the most significant contribution to mankind? a) John D. Rockefeller, b) Pablo Picasso, c) Kahlil Gibran, d) Harry Truman." If you don't know how to answer that out of hand, you don't deserve to be a vice president.

It is particularly difficult to evaluate the usefulness of many tests because they are given under the supervision of a psychologist who has a vested interest in *making* them work and who therefore carefully interprets them according to preconceived notions. If he is half as psychologically adept as a gypsy fortune teller in a carnival booth, he can come up with a fairly accurate prediction.

How does Gough propose to improve matters?

Skipping over technicalities, Gough would summarize the difference between his methods and his rivals' like this: He tests for loosely defined but commonly understood character traits like responsibility, flexibility, tolerance. His rivals test for rigid and turgid categories like "surgency *vs.* desurgency" and "paranoid schizothymia *vs.* trustful accessibility." (In layman's language "surgency" means expansiveness, an outgoing quality, and "paranoid schizothymia" refers to a suspicious and untrustful nature.)

Obvious weaknesses of the rigid, doctrinaire approach were demonstrated as long as 20 years ago when a group of researchers made a searching examination of accepted tests for identifying mental disease. They discovered, among other things, that statements that were guaranteed by psychiatrists to be proof of schizophrenia were checked "True" as often by normal people as by actual hospitalized schizophrenics.

Gough's method is to begin by choosing some quality or trait which is recognized as an essential ingredient of social life, then to find some way of differentiating those whom the community ranks highest and lowest in possession of that quality. How does Gough find the highs and lows? By asking people, in language they understand. You cannot ask them who are the most schizoid of their associates, but they will all know who in their opinion is the most responsible, most poised or most masculine. Then by talking intensively to the people so rated you try to frame a series of questions which will tend to evoke a definite response in high-rated groups and the opposite response in the low-rated groups.

CONTINUED

Be comfortable...
well-dressed, too!
in
HAGGAR
Slacks
when
you're just
loafing
around...
or for business wear
. . . enjoy the neat,
smart look, the
luxurious comfort of
Haggar Slacks . . .
the best-looking, best-
fitting slacks you can buy.
$6.95 to $14.95
at Better Stores everywhere. Also available in boys' sizes.
Illustrated:
Luxurious All-Wool Haggar Flannels. $12.95
HAGGAR COMPANY • DALLAS

Copyrighted material

3 new plastic bandages...
all with SUPER-STICK
PATENTED



1. BAND-AID Plastic Strip



2. BAND-AID Plastic Patch



3. BAND-AID Plastic Spot

A shape for every need.
Won't loosen in water.

Johnson & Johnson



MODERN-STYLE MIND READER CONTINUED

Here, for example, is how Gough constructed his *De*, or delinquency test, which he regards as a classic. He first drew up a list of 200 brief statements that seemed to have some relation to delinquency (not, of course, a blunt "I love to hold up banks," but "These days you can't trust a soul in the world"). He based his choices partly on things he had heard proved delinquents say. (This happened to be in a prison where his father-in-law was warden.)

Gough then began comparing the responses of Minnesota prison inmates and juvenile delinquents with those of normal high school kids and the responses of Army recruits with those of soldiers in a disciplinary stockade. He then refined his test down to a series of 46 items designed to call forth predictably different answers from professional criminals, juvenile delinquents, high school problem students, ordinary students, and students chosen by their principals as "best citizens."

The *De* test is the only one of Gough's creations which he has marketed commercially. One New York department store gave it to employes hired for the Christmas rush, then locked up the results and did not look at them till after New Year's. It was found that half the workers who scored above what was regarded as the danger point already had been jailed or fired for thievery, while of the remainder in this category not one had satisfactory marks from his supervisor and most had notations on the order of "Don't hire this bum again."

The *De* test is one of 15, including *To* (tolerance), *Do* (dominance), *Ie* (intellectual efficiency), and *Im* (impulsivity), which have been blended into Gough's masterwork, the 472-item California Psychological Inventory. When you have answered all 472

HOW ORIGINAL ARE YOU?

The following questions are a sample from Gough's latest, 100-item O *(for originality) scale. However bizarre some of the questions may sound, according to Gough they are actually points on which people who have done creative work differ from those who haven't. The True or False answers printed upside-down below correspond to those given by people Dr. Gough rates as most creative and original. Give yourself one point for each you answer the same way.*

1 Success is a matter of will power.
2 As a rule I have little difficulty in "putting myself into other people's shoes."
3 Compared to your own self-respect, the respect of others means very little.
4 I get sort of annoyed with writers who go out of their way to use strange and unusual words.
5 If a person doesn't get a few lucky breaks in life, it just means that he hasn't been keeping his eyes open.
6 I would rather have a few intense friendships than a great many friendly but casual relationships.
7 I like to have a place for everything and everything in its place.
8 I have at one time or another in my life tried my hand at writing poetry.
9 The most important things to me are my duties to my job and to my fellow man.
10 I always follow the rule: business before pleasure.
11 I would like to hear a great singer in an opera.
12 I would like the job of a foreign correspondent for a newspaper.
13 Barring emergencies, I have a pretty good idea of what I'll be doing for the next 10 years.
14 A person should enjoy what he has today and forget what he might have 20 years from now.
15 Every boy ought to get away from his family for a year or two while he is still in his teens.

ANSWERS

1 False. 2 True. 3 True. 4 False. 5 True. 6 False.
7 False. 8 True. 9 False. 10 False. 11 True. 12 True.
13 True. 14 False. 15 True.

CONTINUED

Copyrighted material

	16	41	52	72
12		38	47	63
6	30		60	75
4	25	43		68
1	17	32	59	

BINGO!



The candy with the hole ...still only 5¢

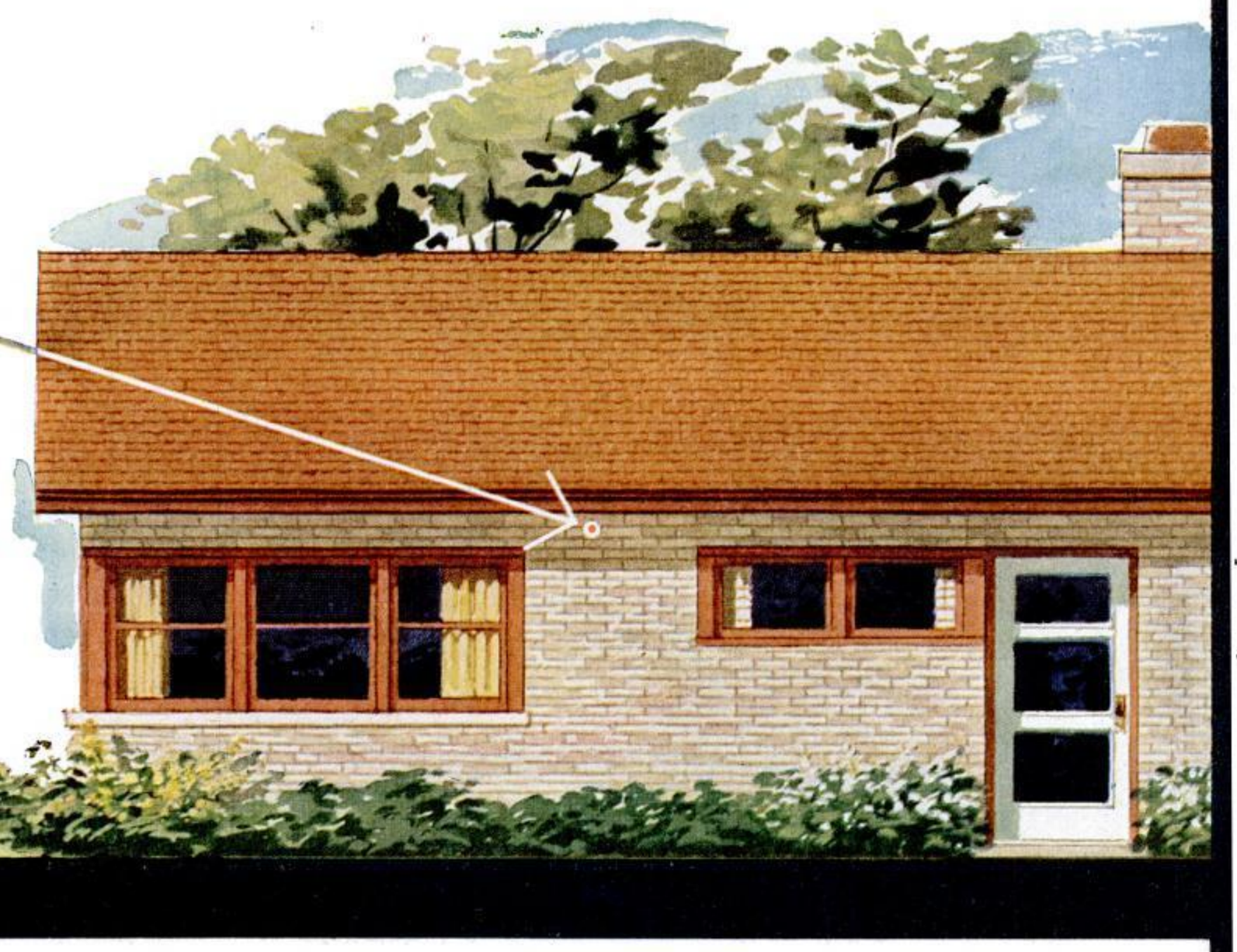
Copyrighted material

ANNOUNCING HONEYWELL'S

This new Electronic Thermostat outside your house tells



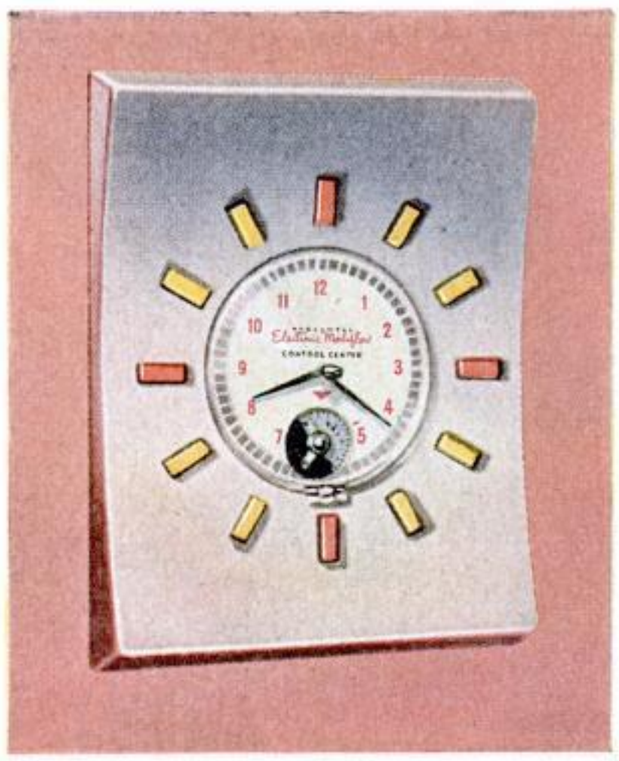
Actual size



New Outside "Weathercaster" Thermostat

An electronic super-sensor—that's what this new outdoor thermostat is. Eight times more sensitive than ordinary thermostats, it senses the outdoor temperature and tells the indoor thermostat when to raise or lower house temperature. Designed by Henry Dreyfuss in a new all-weather material, it's mounted outside your house right where the weather is.

Handsome New Electronic Control Center



1/5 Actual size



New kind of clock

Never before a handsome wall clock like this! Modern, the face is luxurious brushed chrome. Hour markers are available in red, yellow, copper or gold. And it's much more functional than an ordinary clock. Hidden behind the face is an "electronic brain" that works with the timepiece to give you—automatically—lower nighttime temperatures, automatic morning pick-up. Saves fuel, yet lets you wake in a warm house.

Copyrighted material

NEW ELECTRONIC MODUFLOW

this new inside thermostat when the weather changes



Actual size

New Inside "Golden Circle" Thermostat

This beautiful thermostat tells the Electronic Control Center the exact temperature needed for perfect comfort. Designed for modern living rooms, it eliminates thermostat "jiggling" because you simply dial the daytime and nighttime temperatures you want. Thereafter, the outside thermostat raises or lowers them *automatically*, keeping your comfort tuned to the weather.

Why you need a thermostat outside and inside your house!

Luxurious comfort such as you've never known *is now possible—in your home—with new Honeywell Electronic Moduflow.*

This entirely new temperature control *system* is the successor to the old-fashioned "thermostat on the wall."

With Electronic Moduflow, in winter you say good-bye to cold, drafty floors. You eliminate thermostat "jiggling." You enjoy a house that's never too hot, never chilly. And in summer, too, you live in a wonderful new world of electronically controlled comfort if you have central air conditioning.

There are several new and good reasons for all this.

You have constantly healthful comfort because the *outdoor thermostat* senses the outdoor temperature and tells the indoor thermostat when to raise or lower house temperature. The indoor thermostat then signals the Electronic Control Center to adjust your heating plant for the *right* degree of comfort.

The swiftness, simplicity and accuracy of *electronics* is employed to make Moduflow the most sensitive home temperature control system known, accurate to within a fraction of one degree.

The importance of *time* in meeting varying comfort needs is recognized, too. The Electronic Control Center automatically raises and lowers house temperatures at the hours you choose.

It's easy to get Electronic Moduflow for your home

See your builder, heating dealer or architect. Average price of Electronic Moduflow system, installed, is $199.40. Works with any adequate central heating or cooling system. *For your new home*, Electronic Moduflow can be included in the financing. Or you can install it in your *present home* on an improvement loan.

For heating or cooling

MINNEAPOLIS **Honeywell**

Electronic Moduflow

Copyrighted material

It's not always possible to brush after meals,
even though it's best! So start your day with . . .



New Gleem Toothpaste for people who can't brush after every meal

JUST ONE BRUSHING destroys decay- and odor-causing bacteria!

If you're too busy to brush after every meal, use Gleem. One Gleem brushing *destroys up to 90% of bacteria* (major cause of decay) . . . protects most people against mouth odor *all day*. And Gleem's flavor is so wonderful even youngsters like to use it regularly! That's a sure way to help them reduce decay!

Only Procter & Gamble's new GLEEM has GL-70 new cleaner and decay fighter!



Mouth odor stopped all day for most people with *one* Gleem brushing. Scientific tests prove just brushing with Gleem before breakfast gives all-day protection against most unpleasant mouth odor. So start your day with Gleem.

Copyrighted material

questions you are scored on a graph and the result is your psychological profile, or psychograph. Those who see the graphs for the first time are startled to discover that they contain not just 15 scales for the 15 tests, but 18. The last three, Gough explains, are not concerned with personality traits at all, but are "control" scales—tests for cheating.

Generally speaking, there are three kinds of cheaters: the arithmetical fantasts, who answer alternately True or False—the first one True, the second False, the third True, and so on; the people who try to make themselves out to be better than they are; and those—unwilling members of the military establishment, for instance—who try to make themselves out to be crazier than they are.

The first group is taken care of by including a number of questions which are consistently answered the same way by 85–100% of honest test-takers. (Example: "I have never deliberately told a lie.") If anybody answers more than eight or nine of these in a nonconformist way he is either a madman or a liar, and is spotted accordingly. The others are trapped by the superior sophistication of the testmaker. He frames his items so that there are a number of goody-goody items (*Gi* scale, for good impression) which will appeal to the dissembler of goodness, and a number of inordinately neurotic items (*Ds*, for dissimulation) which will appeal to the pseudopsycho. As a matter of fact, a little cheating is expected on tests, and if you simply keep it within reasonable bounds it will give you a better score on the *Ie*—intellectual efficiency—scale.

Now you ask: I have answered all the questions, I have only cheated within reason; what of it? Just what does it actually tell about me?

Well, for one thing, according to Gough, it should tell you what professions to keep out of. Any eighth-grader can see that if he scores 20 over average in Delinquency and 20 below in Social Presence he is not cut out to be a school superintendent. Of course a trained tester professes to see more. Dr. Gough looks at your profile and describes at once your probable range of interests, your previous life history, your posture, your manner of speech—in short, your whole social behavior. Indeed, he has tried writing a description of a person from nothing but his CPI score and has been told by the person concerned that it was remarkably accurate.

However, it takes more than the CPI to produce what Gough considers a definitive test judgment of a human being. In fact, it takes two or three whole days of testing. Some of the other devices Gough uses are these:

First, the adjective check list. The subject is handed a list of 300 English adjectives, beginning with *absent-minded*, *active*, *adaptable*, and going on to *witty*, *worrying*, *zany*, and told to check off all the ones which he thinks apply to him. Simultaneously his associates and/or superiors are being given the same list and told to check off the adjectives which *they* would apply to him. If the two lists correspond fairly closely, Gough considers it a sign of intelligent self-awareness. If however, the subject has marked himself *friendly*, *generous* and *kind*, while his best friends are checking off *hostile*, *quarrelsome*, *smug*, he is clearly in trouble—at least with Dr. Gough.

Whiskey and 'success'

THE General Information Survey is a sophisticated quiz in which a typical question might be: "Scotch whiskey: 1. Old Forester 2. Lord Calvert 3. Old Smuggler 4. Four Roses. Check one." And so on through a wide and miscellaneous field of facts: the name of a play by Tennessee Williams, the number of tricks in a small slam, the football record of Pudge Heffelfinger. The area of general information considered useful varies from profession to profession (these examples are from a test developed for military officers), but the principle at all times is that the man Gough defines as "truly successful" has a wide contact with the outside world which enables him to make quicker and more accurate judgments in his specialty.

Testing, Gough feels, has for too long been aimed at screening out the mentally ill or maladjusted. What he wants to do is measure the forward-looking, purposeful qualities. His researches in this direction are still beginning, but he has developed two scales which he thinks are more than promising, bearing the science-fictionish names of *P*-IV or *O*-I. *P*-IV (the IV merely means it is the fourth attempt to build up such a scale) is success potential, a combination of self-confidence and ability to live with others which gives one a conviction that life and work are worthwhile. *O*-I stands for originality (*see p. 102*).

CONTINUED

Freedom of Choice!

This COMPREHENSIVE HOMEOWNER'S POLICY* allows you to select the protection you want . . .



. . . for your home

its contents . . .





. . . your liability

This America Fore policy is a new package of protection, flexibly designed to cover your insurance needs according to your choice.

It protects you from loss caused by fire, lightning, windstorm, explosion and many other specified perils to your home and its contents.

It also provides protection against loss–

- **from burglary, robbery or theft from your premises, and**
- **from claims resulting from accidents to the public on your premises—or from the personal activities of members of your household on or away from your premises.**

If you select these three basic elements of protection you qualify for

PREMIUM SAVINGS OF TEN TO THIRTY PERCENT!

You'll like the flexibility of the single, broad contract. ***You select*** the protection ***you*** want–add other coverages when ***you*** desire. You'll like its convenience, too. One starting and expiration date –one premium–one time to think about the vitally important protection of your home, its contents and your liability.

Your local America Fore agent will be happy to give you full information. He can arrange monthly or other convenient budget payments of your premium if ***you*** wish.



For the name of a nearby America Fore agent call Western Union by number, ask for Operator 25.

*approved in most states

America Fore INSURANCE GROUP

★ The Continental Insurance Company ★ Fidelity-Phenix Fire Insurance Company
★ Niagara Fire Insurance Company ★ American Eagle Fire Insurance Company
★ The Fidelity and Casualty Company of New York

Copyrighted material



Morning, noon and night

REFRESH YOUR TIRED EYES

with a 2-drop bath of Murine

A feeling of tired eyes can so easily affect the way you feel—and your eyes can so easily grow weary almost without your knowing it. But a 2-drop bath of Murine in each eye seems to refresh them in seconds.

Compounded of seven tested ingredients, Murine blends perfectly with the natural fluids of the eye. And so it is as gentle as a tear. You can use Murine as often as your eyes would like—to wake up sleepy morning eyes, to refresh weary eyes during the day, and to comfort them at bedtime.

The regular, daily use of Murine for your eyes is such a pleasant custom, and it helps promote a clean, healthful condition, too. Try it soon. Remember, Murine makes your eyes feel good!

MURINE for your eyes*



*TRADEMARKS REG. U. S. PAT. OFF.

In the course of his studies of success, Gough has come up with a couple of interesting side observations: One of them is that his tests do not reveal the slightest observable, measurable relation between success and mental stability. You may be nine tenths as mad as a hatter, but if you are not over the line you are just as good as the next man when it comes to doing a job well.

Also, despite the sensible self-awareness that the majority of Gough's high scorers reveal on the adjective check list, most of them apparently do not believe in the old Delphic motto, "Know thyself." Item 350 of the CPI says: "I feel that I would be a much better person if I could gain more understanding of myself." If you answer True, you are disagreeing with the average successful person, who thinks he knows quite enough about himself already, thank you.



KNOWING WHISKEYS enables a Gough testee to score a point on the General Information Survey.

One of Gough's hopes is to salvage, by means of tests, some of the thousands of gifted children who drop out of school at early ages because of twisted social attitudes. Certainly his delinquency test can be used to help all of society rather than just the proprietors of department stores. The many members of the younger generation slated for military service may some day benefit from Gough's part in an Army research program aimed at discovering why certain men do well in combat and others don't.

Such successes impress but do not awe Gough's colleagues. Although he has achieved seemingly spectacular results with isolated groups of subjects, neither his method of creating tests nor the tests themselves have yet been fully validated as far as most other men in his field are concerned. The charge most often thrown at him is that of "blind empiricism," *i.e.*, that he is *too* down-to-earth in his approach. Among the psychologists who make a good thing of mass testing in business and elsewhere, he is regarded as distinctly a comer, but one who must tie up some more loose ends before his work is ready for widespread practical application.

Gough is tying up those loose ends. When he has done so to everyone's satisfaction he hopes he can embark on his ultimate grand design, the truly colossal test that he dreams of as his psychometric monument. It might well become his life work, since it will take 18 or 19 years just to get started.

In this "longitudinal study of success," a task force of psychologists will descend on three smallish communities in different parts of the country. They will tabulate every pregnant mother in those communities and test her and her husband for their attitudes, particularly on child training. When the babies appear, they will be tested in their bassinets. By the first grade they will be ready for a 100-question interview, by the fourth grade for a 2,000-item written questionnaire. More batteries will be brought to bear in the seventh grade, and at the socially crucial point between ninth and 10th. Gough's agents will follow them through all the crises of adolescence. ("We'll have to have our spies at the dances to rate them on popularity.") High school grades will be noted, also police reports, dental reports and if possible details of their sex life.

When the guinea pigs have reached 18 there will be a warehouseful of facts. But with the aid of the ever-busy IBM machines the psychologists can correlate anything to anything in seconds. What, say, is the connection, if any, between the number of girls who elope in high school and fathers who have said before their birth that no daughter of theirs was ever going to talk back to them?

Overwhelmed by the prospect of such manipulations, Gough refuses to look any further into the future. But we can. Why, we may ask, cannot the psychometricians follow the process still further, and from the mass of high school tests foretell not only which students are going on to college but which to law school and which to become presidents of the American Bar Association? Criminals could be sent directly to jail without waiting for them to commit their crimes, generals could have monuments erected to them without going through the mess of fighting battles, Nobel Prizes could be awarded in the cradle.

Perhaps, on the other hand, not. There seems to be something refractory in human nature which will never permit tests and testers to go too far. There are some people who simply do not want to be tested. There are, for example, rumors of a certain large corporation whose vice presidents were called in to have their minds measured and promptly united as a man to score tops on the impulsivity scale by chasing the measurer off the property.

But even when the subjects are more manageable there is a stubborn, untidy, unstatistical old-Adamish lump which is too coarse for the fine purity of the computing machine. Perhaps man is too recalcitrant for a test world.



REVOLT flared among some company vice presidents, who threw out the testers sent to test them.

When Dr. Gough's *De* scale is given to reformatory inmates, almost 20% of them read the item, "I have never been in trouble with the law," and answer "True."

"But how can you say that?" cries the startled psychologist. "What do you think you're doing here?"

"Oh," says the convict, "that was just a bum rap. I thought you said in *trouble* with the *law*."

Copyrighted material



No other like it!

No need to add milk to new Carnation Chocolate Drink Discovery!

amazing new all-in-one! complete, delicious with water!



ALREADY IN IT–
all the protein, calcium and B-vitamins of fresh, whole milk!



AND FORTIFIED, TOO!
with extra sunshine vitamin D, vitamins B_1, B_2 and iron!

COMPLETE, INSTANT! DELICIOUS HOT OR COLD!
A wonderful hot breakfast or bedtime drink for the whole family!

FLAVOR CHILDREN LOVE! Nourishment children need–in new Carnation **Magic Crystals**
Just add water–bursts into chocolate-creamy goodness!

HERE'S ALL YOU DO! Simply add these wonderful new Carnation Instant Magic Crystals to water, hot or cold; stir lightly. *Dissolves instantly*, even in ice-cold water! No beating, no shaking! Ready to drink–*instantly!*

P. S. *May be mixed with milk for double nutrition.*

NO EXTRAS TO BUY – SAVES YOUR REGULAR MILK SUPPLY!

Copyrighted material



IT'S A LONG WAY FROM OLD SIWASH to Italy, but that's where we find the quality, beauty and durability of the fabric in Observer Sharkskin suits! Our own import, Trend-tailored for America.

WIVES SMILE APPROVAL at their Misters in new taller and trimmer suits! This classic Eton Flannel has luxurious texture and unusual stamina...extra-handsome in the new, charred brown Trend model.



MIDTONE SHADES, black-woven undertones and closely detailed patterns dramatize the wool-blend in lightweight Pan-American Tweed Trend-model suits, trimmer, straighter, "natural." *Her* suit is ours, too.

WELL-DRESSED

Men's clothes will have taller, trimmer, slimmer lines...

It is said that men don't spend as much time in front of a full-length mirror as do women. But perhaps they should. If they did, they'd learn a simple secret the ladies have known for centuries—there's no better test for checking up on the state of a wardrobe. How about your own clothes? Do they, or do they not, have the well-dressed look for fall? So...pack your family off to the movies, get out your suits and topcoats, and subject them to a private and critical inspection. Do the shoulders have a "natural" look? If the answer is yes, that's good! Are they free of all but a minimum of padding? That's fine. Are the lapels narrower, with the notches notched a trifle higher? Excellent!

HART

Copyrighted material



FOR STADIUM TYPES and outdoorsmen, here's a rugged, gray-brown, monotone-check Boucle sport coat. Tiny, woven "loops" give the fabric a rough-textured effect. *Her* suit, by Hart Schaffner & Marx, too.



WHAT ON EARTH IS A "VIPASHA?" An outer-coat of a material blending the world's costliest fibers, vicuna and cashmere, with wool. It's soft, silky, yet durable, and your Vipasha coat bespeaks true luxury.



EXTRA MILEAGE, WALKING OR DRIVING... in this Motorcoat for town or cross-country. Bulk-less warmth, freedom of movement, great durability, and the fabric-drama of the season's deep dark colors.



ONE PLACE IN THE WORLD is most famous for silverware, another for linens, and so on. From Hud-dersfield, England, come the finest of worsteds for Gold Trumpeter Suits...the ultimate in superb tailoring.



WHEN IT'S DARK, IT'S LIGHTER THAN EVER! That's the story of our new, tropical-weight, flap-pocket tuxedo for new evening smartness and comfort. So let's have no more complaints about "black tie" invitations.



THE MOST TALENTED SHEEP of Chile and Argentina produce the (1) sturdy wool and (2) soft fleece blended in America's favorite Pan-American Tweed topcoats, exclusive with Hart Schaffner & Marx.

LOOK FOR FALL

livelier charred-tone colors...comfortable lighter weights

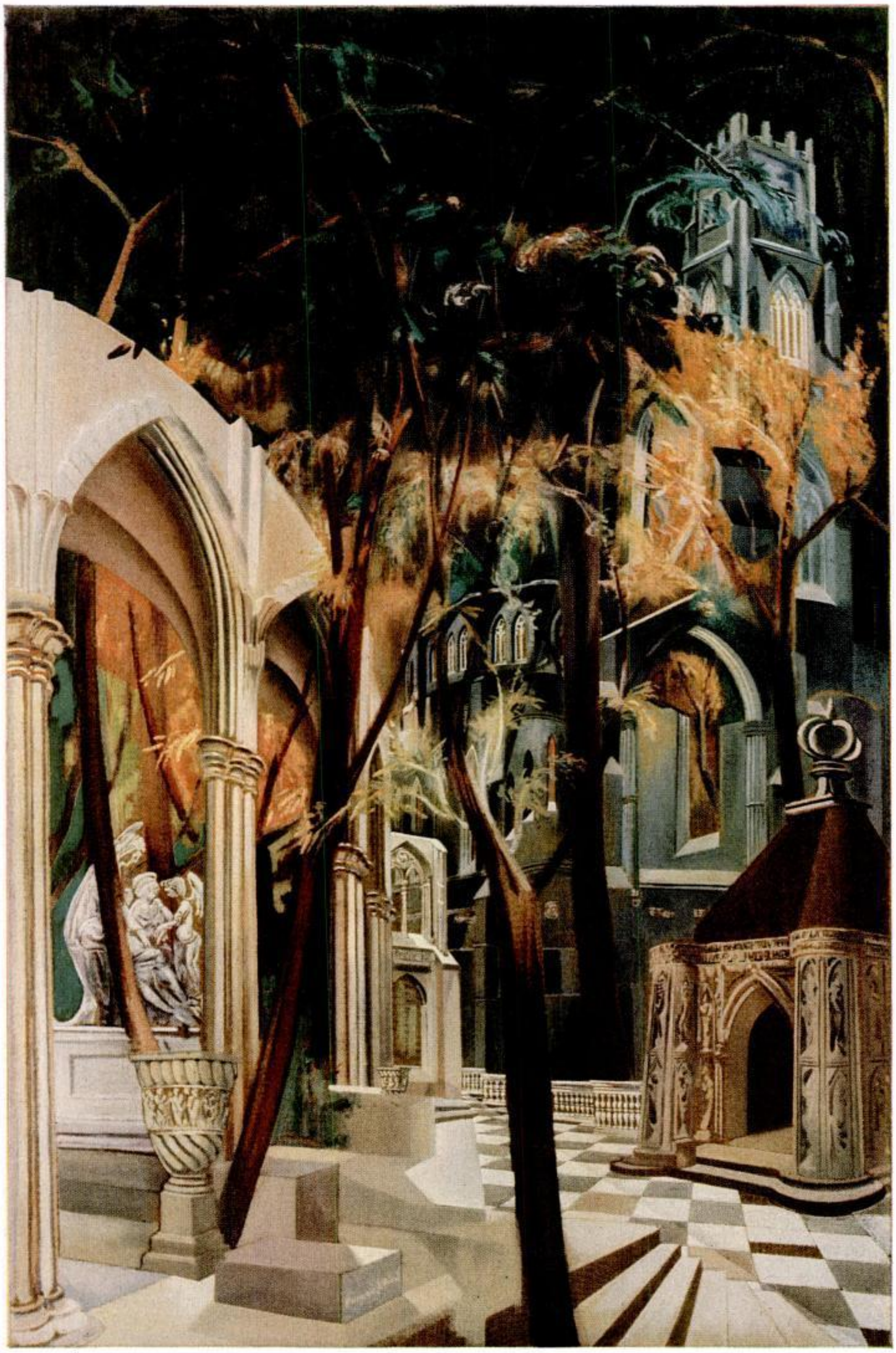
Do your coats have a straighter, Trend-model line, with the buttons placed a bit lower to emphasize the new, taller effect? Nothing smarter! Are your trousers somewhat slimmer, with less flapping and more tapered trimness? Perfect! Are your charred tones a little livelier, with subtle flecks of color high-lighting the dark surfaces? Great! Are you more comfortable than you've ever been, because your suits are lighter in weight? If all answers are *yes*, then you're shoulder to shoulder with America's best dressed men. You look right and you feel right because you know that your clothes are 100% right... handsome, conservative, and superbly tailored of truly superlative fabrics.

SCHAFFNER & MARX

Copyrighted material



ART INSTITUTE OF CHICAGO



CHICAGO: A collage of pasted canvas patches won top prize among 156 paintings invited by Art Institute officials. It brought $2,000, the first prize he had ever won, to Corrado Marca-Relli, a 42-year-old New Yorker. Jurors liked the subtle tones and structure suggesting a seated figure, but one outraged Chicago art critic labeled Marca-Relli a "prankster."

NEW YORK: The National Academy's biggest award of $1,500 went to Furman Finck, a 55-year-old New Yorker, for his *Recollections of an English Abbey*. It was done from sketches Finck made in 1954 while touring medieval landmarks of Britain. Though this show is open to all artists, most of the entries are in conservative style of romantic realism.

PAINTING PRIZEWINNERS

LITTLE-KNOWN ARTISTS WALK OFF WITH TOP AWARDS IN U.S. SHOWS

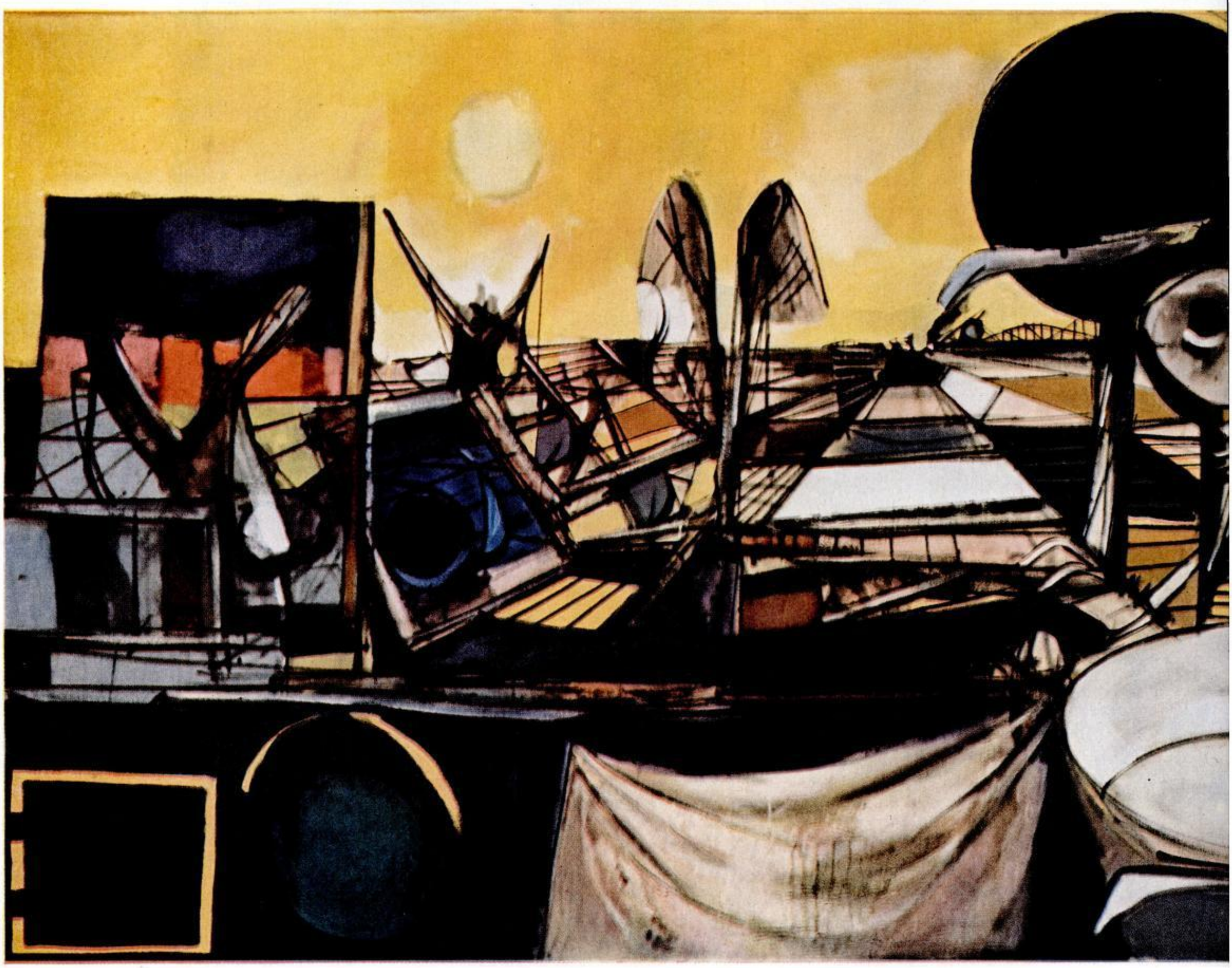
Around the calendar and across the country every year a succession of exhibitions brings into view the latest products—and sometimes the latest pranks—of U.S. art. The majority of the 150-odd shows are regional, restricted to artists of specified localities. Others include only the personal choices of one or more experts. A few, like this year's biennial at the Corcoran Gallery of Art in Washington, D.C., are free-for-alls, open to any artist who feels that the chance at big prize money justifies the cost of shipping.

On these and the following pages LIFE presents a roundup of artists who made off with top awards in some of the recent season's major shows. Most of them are little known and some had never before won a prize. Almost all of them reflect the trend toward abstraction which today dominates more than half the art in U.S. exhibitions. And almost all of them have figured in the pro and con debates which prize-giving inevitably provokes and which, just as inevitably, await some more prize-winners in new shows that are now in the offing.

Copyrighted material



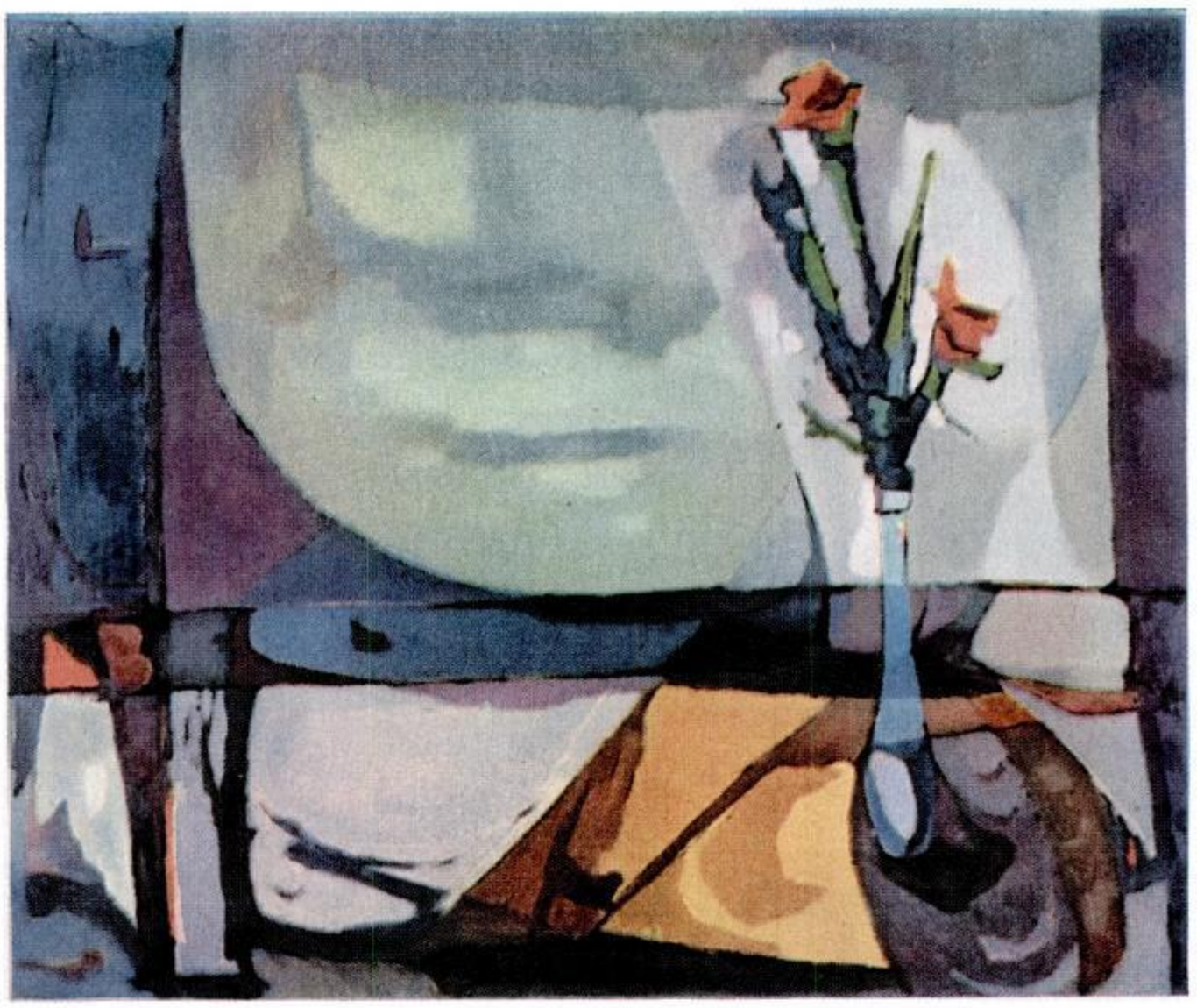
SEATTLE ART MUSEUM



CORCORAN GALLERY OF ART

Copyrighted material

SEATTLE: Triple honors went to a local man, Ted Rand, 39, whose *Seascape with Figure*, exhibited in Northwest Artists annual, won special award of $100, a museum purchase prize of $450 and the popularity vote. The scene (*left*) shows Rand's mother keeping watch on her grandchildren at play on a beach in Washington.



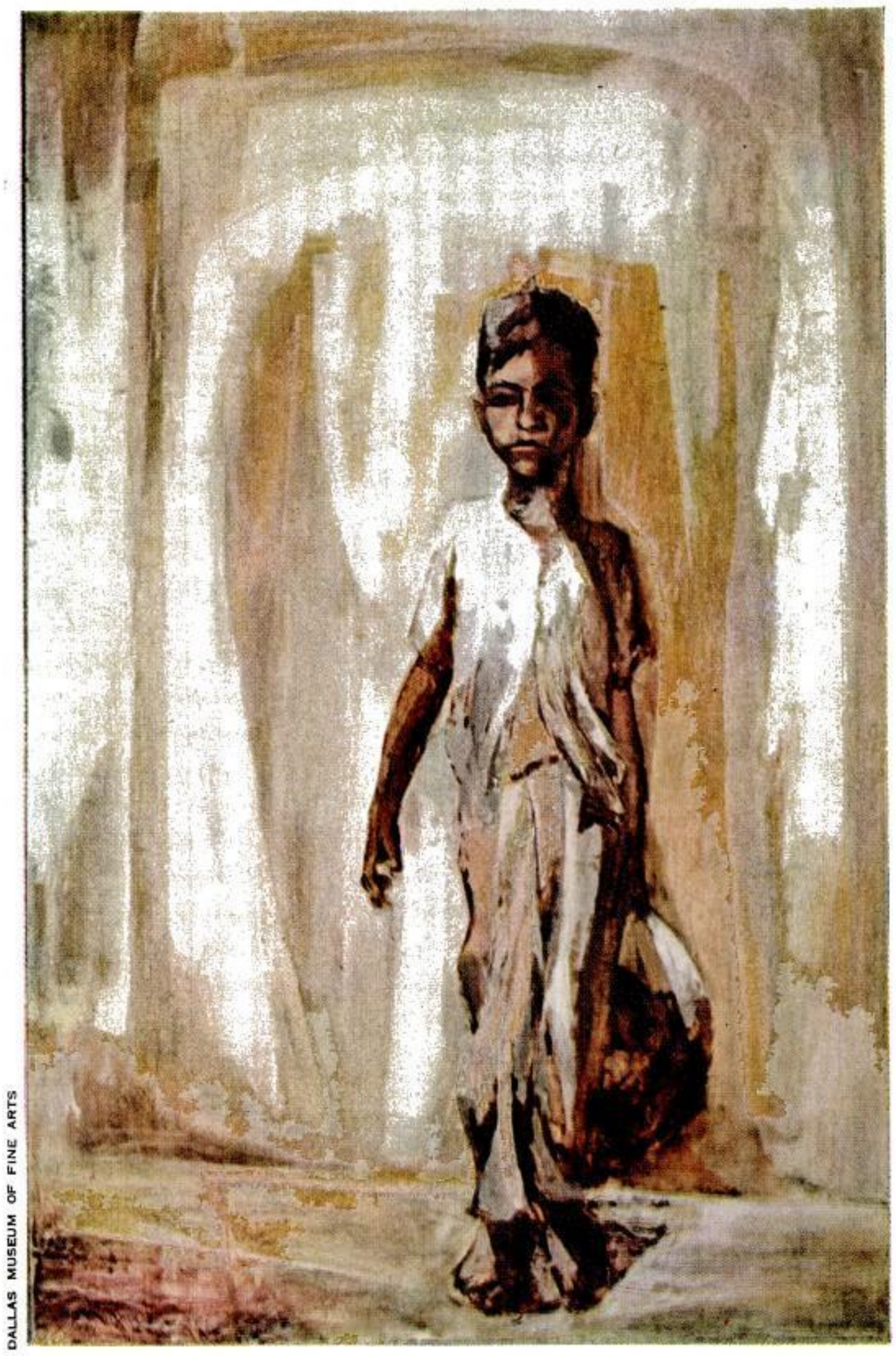
ATLANTA ART ASSOCIATION

ATLANTA: Out of some 900 paintings in an exhibition of artists from eight southeastern states, *Interior Shadows* by George Cress won the first award of $500. A 34-year-old Alabaman, Cress heads the art department of Chattanooga University, painted semiabstract still life as it appeared in the shifting light of his shaded studio.

WASHINGTON: Surprise winner of the $2,000 first prize at Corcoran Biennial was California-born John Hultberg, whose *Yellow Sky* (*below*) was one of 64 paintings chosen for the show from 2,101 submitted. Hultberg, 33, also sold out a one-man show in New York this year and won a top prize in an international show in Rome.



DALLAS: A recurrent winner in Texas shows is Cecil Casebier, 33, whose *Boy in Mexico* (*below*) won the first prize of $500 at the Texas State Fair. The painting was purchased by the Dallas Museum of Fine Arts, where it has proved so popular that 11 visitors have tried to buy it. A native Texan, Casebier is a San Antonio art teacher.



DALLAS MUSEUM OF FINE ARTS

CONTINUED

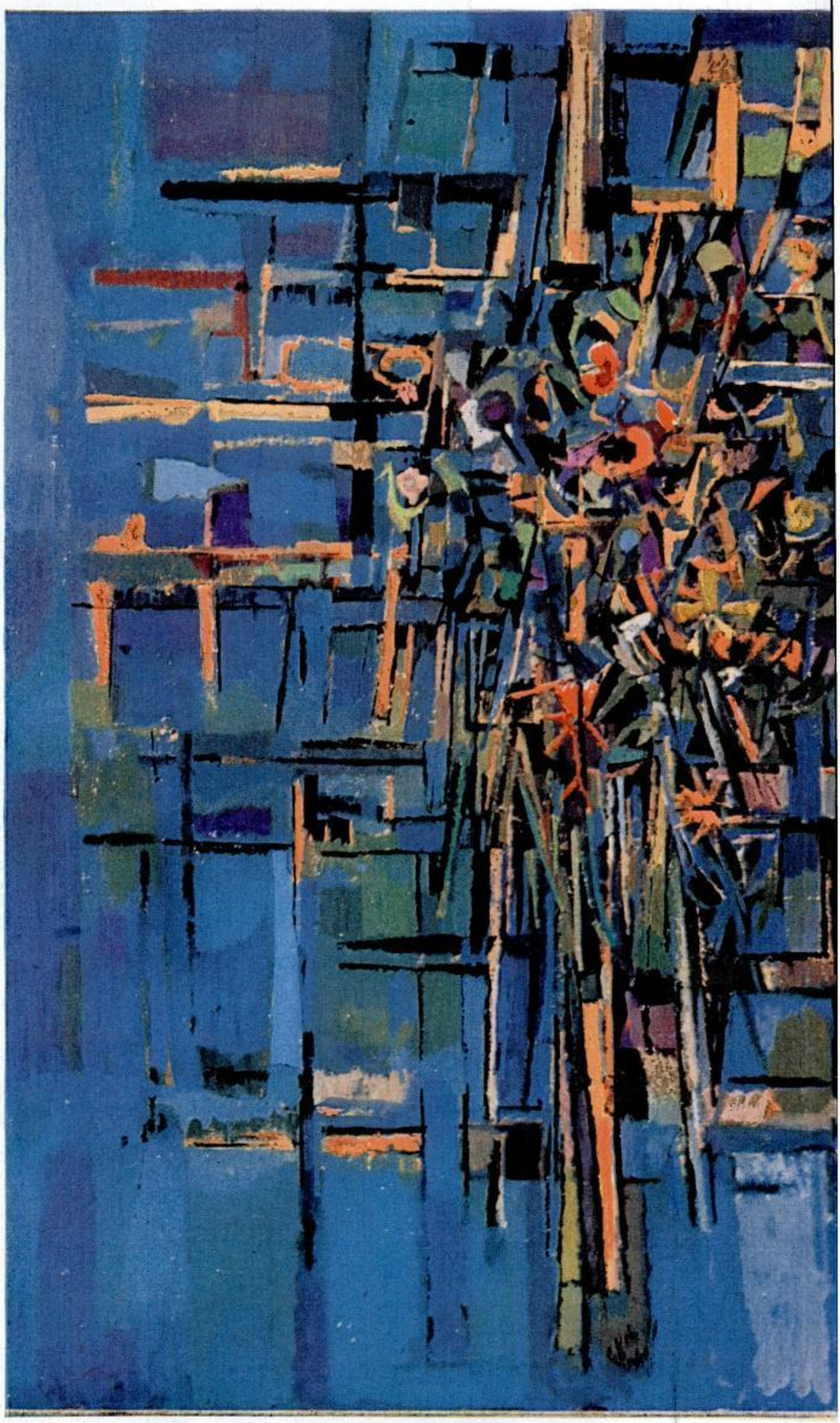
Copyrighted material

PRIZEWINNERS CONTINUED



MULVANE ART CENTER

TOPEKA: Chief award at the Missouri Valley show, which drew 200 entries from four states, went to Will Freund, 39, whose picture, *The Reach*, was bought by Mulvane Art Center for $150. By piling figures one on top of another in totem pole effect, Freund wished to convey mankind's ruthless greed.

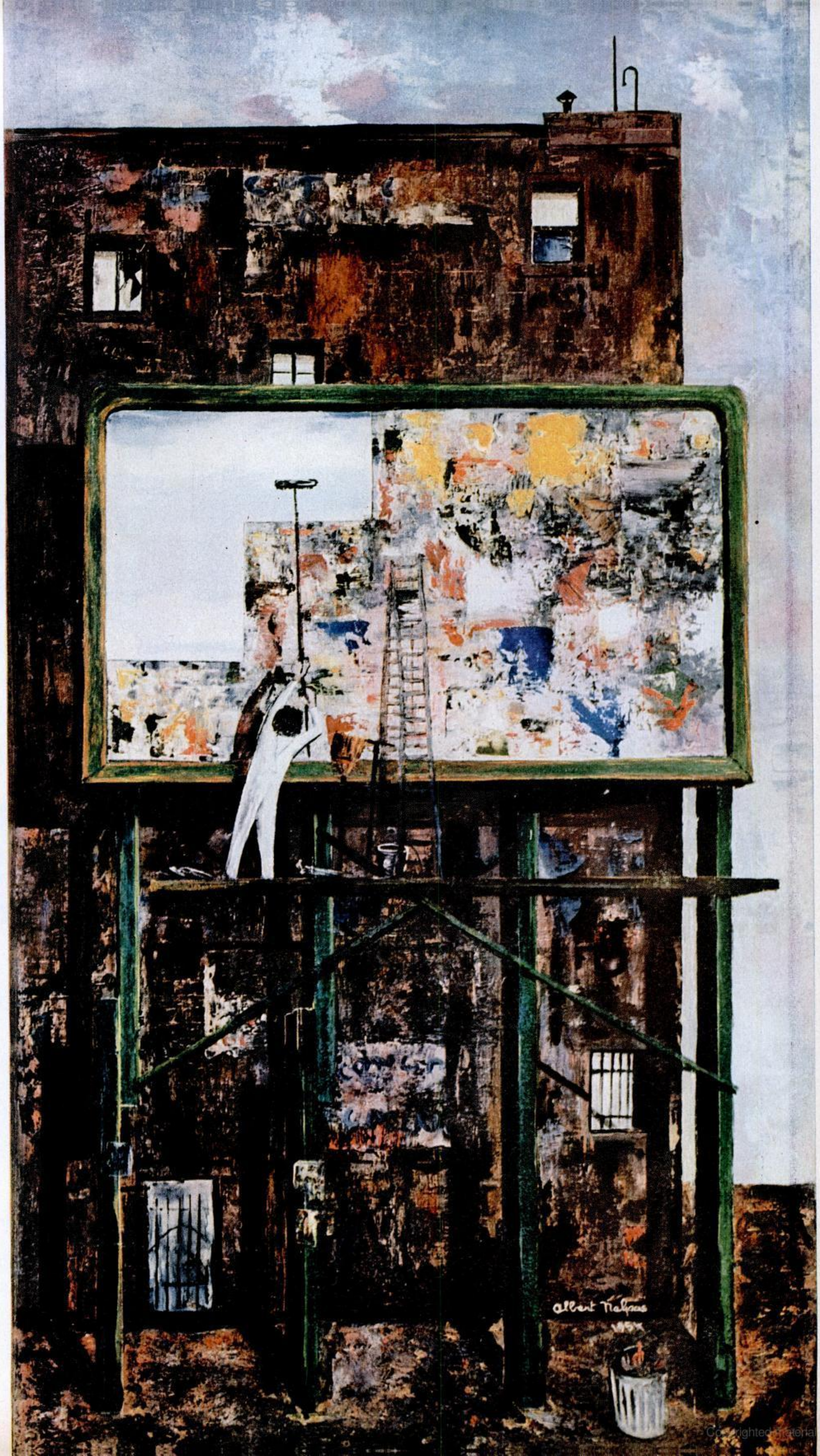


BUFFALO: After having won small awards in five preceding Western New York annuals, Seymour Drumlevitch this year won first prize of $250 with his semiabstraction, *Trellis* (*above*). Born 32 years ago in New York City, Drumlevitch is now assistant professor of art at the University of Buffalo.

Copyrighted material



WARREN ANDERSON COLLECTION



LOS ANGELES: A self-taught painter and a newcomer to exhibitions, Albert Nalpas won the Los Angeles area show's $600 top prize with his *New Poster*. Born in Paris in 1916, now a Hollywood film editor, Nalpas first tried his hand at painting in 1951, now turns out about 10 canvases a year.

Copyrighted material



All from American Can Company cans . . .

FRUITS

that need no fixing, no fussing. They're the *finest* fruits ever . . . because American Can experts work constantly with growers to help them improve their crops and harvest methods.

CRANBERRY SAUCE AND NUTS

that are the flavor of this pretty coffee cake. Two more ways that Canco cans add variety to your breakfast.

Cranberry-Nut Coffee Cake

Mix 1¼ cups biscuit mix, 2 tbsps. sugar and ½ tsp. cinnamon; stir in ⅓ cup milk. Roll into 9-in. square on floured board; brush with melted butter. Spread with ½ cup drained, canned cranberry sauce and ⅓ cup canned, chopped almonds. Roll, jelly-roll style; seal edges; form into coil. Place on greased baking sheet. Bake in hot oven (400° F.) 20 minutes, or until brown. Frost with sugar glaze; garnish with cranberries and almonds. 6-8 servings.

CORNED BEEF HASH

that is such a tasty accompaniment to scrambled eggs. One of more than 130 different meat products for which American Can Company makes cans.

COCOA AND COFFEE

good and rich and full of flavor because they come sealed in Canco cans. It was American Can scientists who *invented* the familiar vacuum-pack coffee can.

Copyrighted material



Better breakfasts
begin with
foods from Canco cans
. . . try this
Berkshire Breakfast
and see!

CORN AND DEVILED HAM

that make these pancakes "something special." The golden goodness of the corn is protected for you by a special enamel can lining, invented by Canco.

Deviled Corn Cakes

2 cups packaged pancake mix
1 can (1 lb.) whole kernel corn, drained
2 small cans, *or* 1 large can, deviled ham

Prepare pancake mix according to label directions; stir in corn and deviled ham. Bake on lightly greased griddle until golden brown, turning once. Serve with maple syrup. Makes 20 4-inch cakes.

SAUSAGES

both breakfast and Vienna, ready to sizzle and serve. Real time-savers—and you'll notice there's practically no shrinkage when you start with meats from Canco cans.

ORANGE JUICE

that is as rich in vitamins as in flavor. A process to take vitamin-destroying oxygen out of cans quickly and completely, before they are sealed, is another American Can Company development.

CANCO

Canco—Registered Trademark of
American Can Company, N. Y., N. Y.

AMERICAN CAN COMPANY

If it comes in a Canco can—it comes to you at its best!

Copyrighted material

Ahhh! Plenty of at-home comfort with . . .

lovely Gulistan Carpet in durable all-wool...now own it on an easy budget plan!

You can depend on Gulistan Carpet for comfort. You can depend on all-wool Gulistan Carpet for long-lasting beauty, too. Only springy, long-wearing, premium wool that meets rugged tests of durability is used in an all-wool Gulistan Carpet. The result is a carpet that stands up where ordinary carpet wears down. Isn't this what you want in a carpet for your home? Your Certified Gulistan Carpet Dealer has a wonderful selection of over 25 qualities and 170 colors waiting for you. Priced as low as $6.50 a square yard. Visit him, choose, and ask about his easy budget plan that requires just a few dollars down. For beauty, quality and durability, choose Gulistan Carpet.



This is Seascape Gulistan Carpet . . . smart swirling design. Five lovely colors. Less than $12.00 a sq. yd. You can own Seascape for only a few dollars a month. See your Certified Gulistan Carpet Dealer, soon.

GULISTAN CARPET

costs no more than ordinary carpet

MADE IN THE U. S. A. BY AMERICAN CRAFTSMEN • A. & M. KARAGHEUSIAN, INC., FIFTH AVENUE, NEW YORK 16, N. Y.

Copyrighted material









BILKO'S TECHNIQUE begins (*top*) as he overwhelms his victim with high-powered enthusiasm, then tempers it with blandishing sweetness, finally waits expectantly for victim to fall into his trap.

TRICKILY SHUFFLING CARDS, SERGEANT BILKO BAITS TRAPS FOR SOLDIERS WITH HIS BARRACKS SIGNS

BAMBOOZLER IN THE BARRACKS

Phil Silvers creates a fast-talking comic con man

Sergeant Bilko is a small-time scamp who operates behind a smokescreen of charm. His victims are unwary soldiers who fall for his gab and for the gimmicks he advertises with big barracks signs (*above*)—bedmaking contests with an entry fee, benefit birthday parties for obscure Presidents and other bamboozling projects dreamed up to dispel the bleakness of Army life and fleece a soldier of his pay.

Within a few weeks Bilko, played by Comedian Phil Silvers, will be a familiar figure to millions of Americans as central character of *You'll Never Get Rich*, which starts a 39-week TV run on Sept. 20 over CBS (Tues. 8:30 E.S.T.). The role is a second big milestone for Phil Silvers. The first came when he jumped from burlesque comedian to major roles on Broadway. Now he has grabbed off one of the most challenging spots on TV, opposite Milton Berle. Silvers' show, especially written, directed and produced for him by Nat Hiken, was put on film this summer. On the basis of a single half-hour sample it was promptly sold for the full season—a rare event in television.

CONTINUED 121

Copyrighted material

is there one
creme de menthe
that tastes better
than all the rest?

just taste
de kuyper
(pronounced de-KIPE-er)

creme
de menthe



AVAILABLE IN
GREEN OR WHITE
60 PROOF

tastes better because
it's carefully produced
in the U.S.A. from its
original old-world
formula by "The most
celebrated name in cordials
since 1695"

ALSO AVAILABLE:



CREME DE
CACAO
60 PROOF

BLACKBERRY
FLAVORED
BRANDY
70 PROOF

*and 19 other delicious cordials
and fruit-flavored brandies*

NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK, N. Y.

SERGEANT BILKO GETS BILKED



BROODING BILKO, soaking his sore feet in a tub, decides he is entitled to a jeep because he has seen in the newsreels that all soldiers ride in jeeps.



CLEVER BILKO plots to meet a jeep-owning sergeant, get him drunk and wheedle his jeep away. Plan goes awry when sergeant turns out to be female.



BALKED BILKO takes sergeant to dance, hopes to win jeep by inspiring her love or pity. But she is overcome by her own woes and he is still minus a jeep.

Copyrighted material

A PRETTY NEAT TRICK

A few weeks ago, LIFE published part of an exciting novel called Cash McCall. It reminded me just how much good writing you find in LIFE, a magazine noted for its photography. At one time or another, I have read Winston Churchill, Ernest Hemingway, James Michener and C. S. Forester in LIFE, a line-up some literary journals might boast about. Yet I seldom think of LIFE as a writer's magazine. To me LIFE is a big splash of color; of great art, fashions and blazing travel portfolios. It gives you the blare of Broadway and the cracker barrel blab of a country store. And more wonderful nature scenes! I like LIFE's bachelor brashness when it ogles a pretty girl. And I like LIFE's sober side—its scholarly patience when it explains for you some vital, complex subject like the world's great religions. Above all I like LIFE's completeness. When LIFE covers a music festival I want everything but the oboe solo. And I get it. Some of the sights LIFE shows make me say "whew". To others I say "ah!" Sometimes LIFE leaves me speechless. Which my friends will attest, is a pretty neat trick.

ANNE FOGARTY, *designer*

LIFE, 9 Rockefeller Plaza, N. Y. 20, N. Y.





220-lb. husband and 102-lb.

with new improved

If you're a single-bed sleeper, Simmons has comforting news. Beautyrest news.

The Beautyrest mattress, for years the last word in luxury rest, has been improved 19% as measured by the United States Testing Co.

Even more than before—just the right firmness, just the right body-fitting comfort to soothe every tired inch of you.

This same improved comfort feature has been recently added to the Beautyrest built for two.

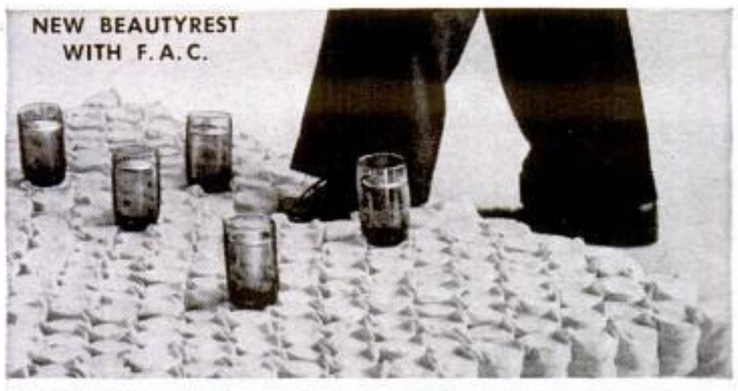
The 837 completely independent springs allow husband and wife to sleep together—separately. Each gets individual comfort.

Because each single coil has more freedom of action than before, even a heavyweight husband cannot disturb the rest of his lightweight wife. Not even a jiggle when he turns in his sleep.

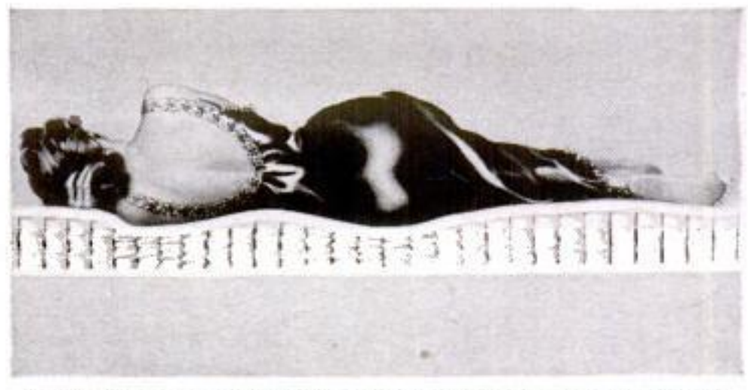
At last—single-bed comfort in a double bed!



In "ordinary" mattress, the springs are *tied together* top and bottom. Press down on any spring and the other springs go down with it. (See how glasses topple.) This mattress can sag under your hips.

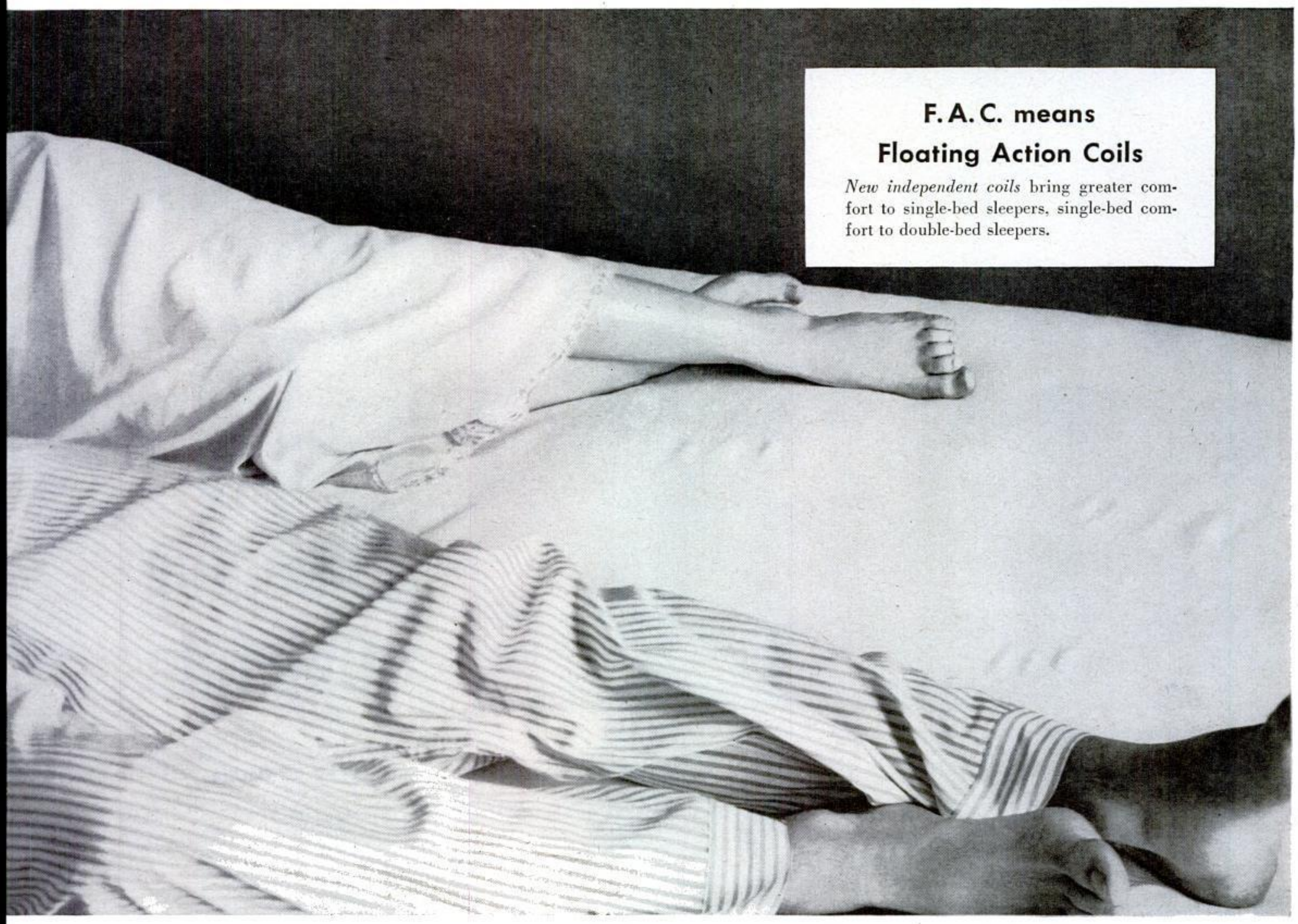


In Beautyrest, the springs are *independent. Not tied together* either at top or bottom. Even if you stand on part of Beautyrest construction, the glasses won't tip. Proof that Beautyrest will never, never sag.



Body-fitting comfort. Every part of the body gets its own support. Independent coils even press up to fit the contour of your back. This is the kind of body-fitting comfort that sees you wake refreshed, without an ache.

Copyrighted material



wife get independent rest—*Beautyrest!*

Firmness And Comfort

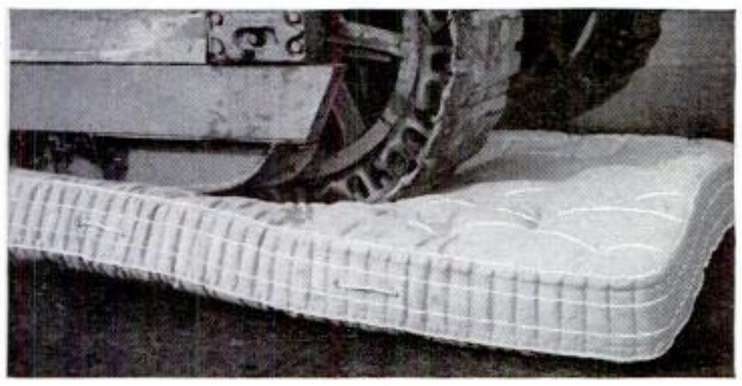
We call this new development F.A.C.—for Floating Action Coils. Now, each separate spring in Beautyrest has even greater freedom of action.

Springs are freer than ever to adjust to each part of your body—bringing firm support to hips, where you need firm support—and gentle support to head and legs, where you want gentle support.

Beautyrest Means Better Rest

Most shoppers test a mattress by pressing down on it with their hands. But, this way can fool you. Don't press down. Lie down. In just one minute at a store selling Simmons, your own body will tell you the story of this wonderful new rest on the new Beautyrest. Why put off getting better rest beginning tonight?

Remember, when shopping, only Simmons makes the Beautyrest mattress, and only Simmons makes the Hide-A-Bed® sofa.



Beautyrest most durable. Two proofs: (1) coils won't break even under a bulldozer, shown above. (2) Under 270-pound roller at United States Testing Co., Beautyrest outlasts the best of other mattresses 3 to 1.

Only Beautyrest offers these choices:

Standard model, $69.50; Extra-Firm model, $69.50; King-Size, 80" long, $79.50; Super-size models (longer and wider) also available; Dual-Comfort model (one half is standard, the other half is extra-firm), $79.50.

Beautyrest usually far outlives 10-year guarantee that brings the price to less than 2¢ a night.

Prices slightly higher in Canada.

Only SIMMONS makes BEAUTYREST

"AN OLD MATTRESS CAN HURT YOUR REST"

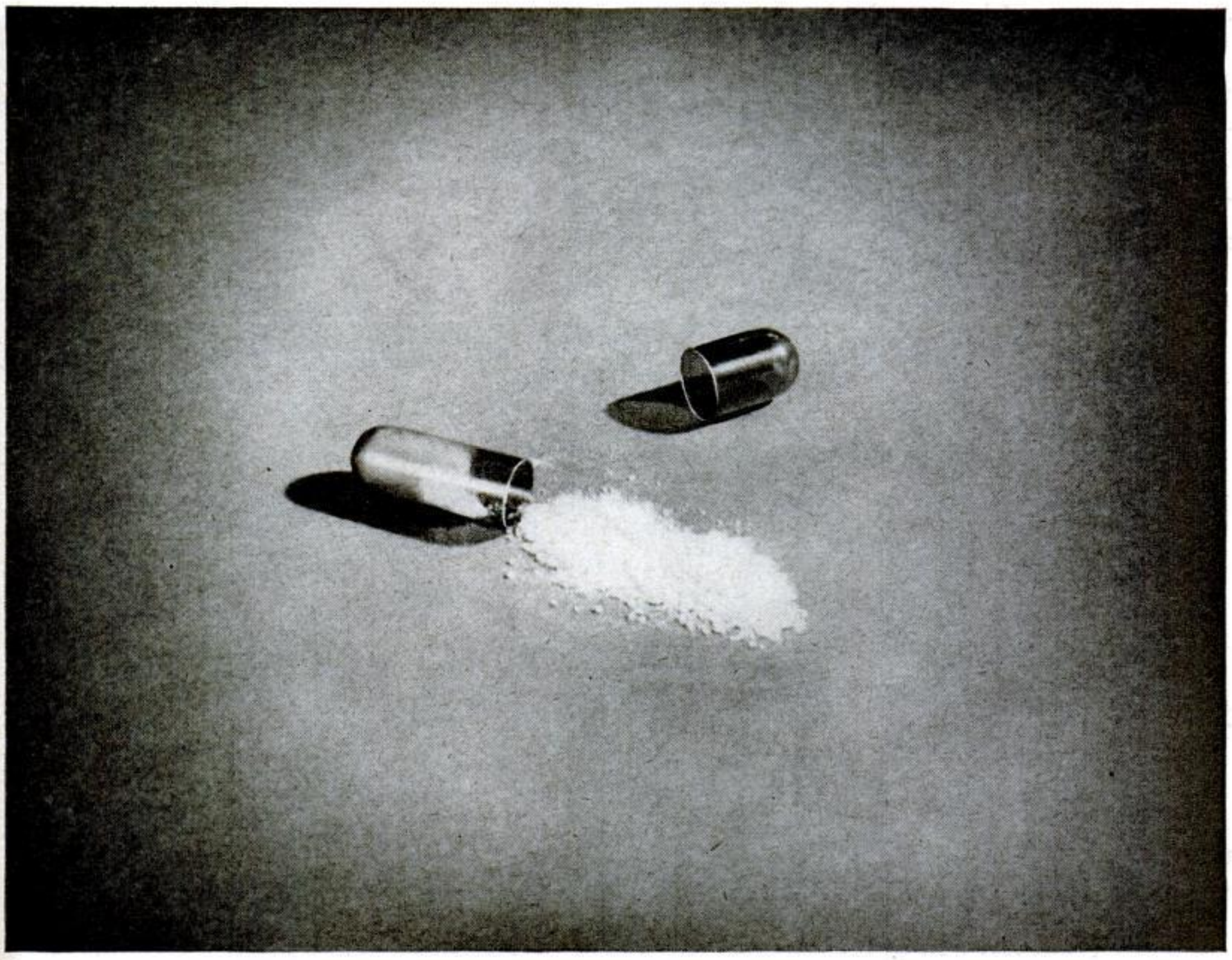
Compare the comfort! See the *new* Beautyrest at your favorite furniture or department store during September!

*Trade-mark Reg. U. S. Patent Office. Copr. 1955 by Simmons Co., Mdse. Mart, Chicago, Ill.

Copyrighted material

Advertisement

Yes, there is a Safe Sleeping Capsule!



Dormin Is The Safe Sleeping Capsule







Time sequence photos show how DORMIN user: 1—sleeps soundly during the night. 2—awakens easily and fully alert at alarm bell and 3—enjoys beginning another day, refreshed and ready for work . . . or play.

Safe, Tested Formula Helps Body's Natural Sleep Mechanism Function Without Harsh Drugs

During the course of the next few months, most adults will have trouble getting to sleep on one or more occasions. Some—those in whom insomnia is a sometime thing—will simply suffer through a sleepless night.

Others—to whom insomnia is a nightly problem—will reluctantly reach again for a sleeping potion about which they have very real reservations. Still others who lose sleep regularly will again give way to long-standing fears and refuse to do anything but lie sleepless night after night.

It is to these sleepless but fearful groups that the small and safe Dormin Sleeping Capsule pictured above comes as a particular boon. For this remarkable capsule, resulting from the work of a physician, provides a safe, tested way to help the body's own sleep mechanism do its natural job. This is Dormin, the safe sleeping capsule that helps promote natural sleep without habit-forming narcotics or bromides or barbiturates.

For the sleepless millions who need only a gentle, reliable nudge into the welcoming arms of Morpheus, Dormin so rightly deserves its slogan . . . "Rest Assured . . . with Dormin".

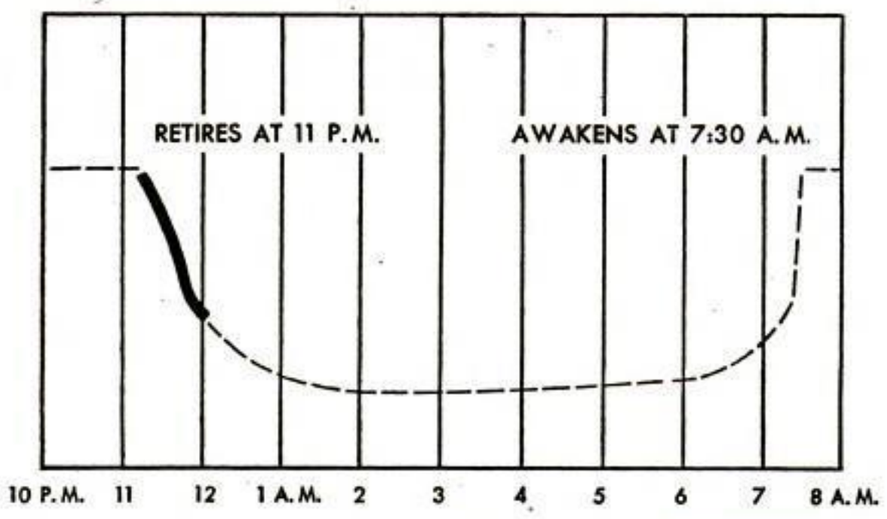


Chart of normal sleep period shows how DORMIN'S sleep inducing action works without habit-forming drugs during first 30-45 minutes (heavy black line). Dormin's action then subsides, leaving body's *natural* sleep mechanism in control, user continuing to sleep without fear of narcotic habituation or danger of "drug hangover".

NOTE: DORMIN is sold on a money back guarantee and may be obtained in two sizes—Economy size (36 capsules) $2.25, Trial size (12 capsules) $1.00. No prescription needed.



REST ASSURED with DORMIN

SAFE SLEEPING CAPSULES

AT ALL GOOD DRUG STORES

Copyrighted material



AN IMPOSSIBLY LONG ARM RESULTS FROM OPTICAL ILLUSION AS WINDOW BENDS LIGHT BEAMS TO MAKE HAND APPEAR TO BE PUSHED THROUGH GLASS SLABS

PONDEROUS PEEPHOLE FOR ATOM WORKERS

One of the world's weightiest windows is put together to protect scientists from lethal radiation

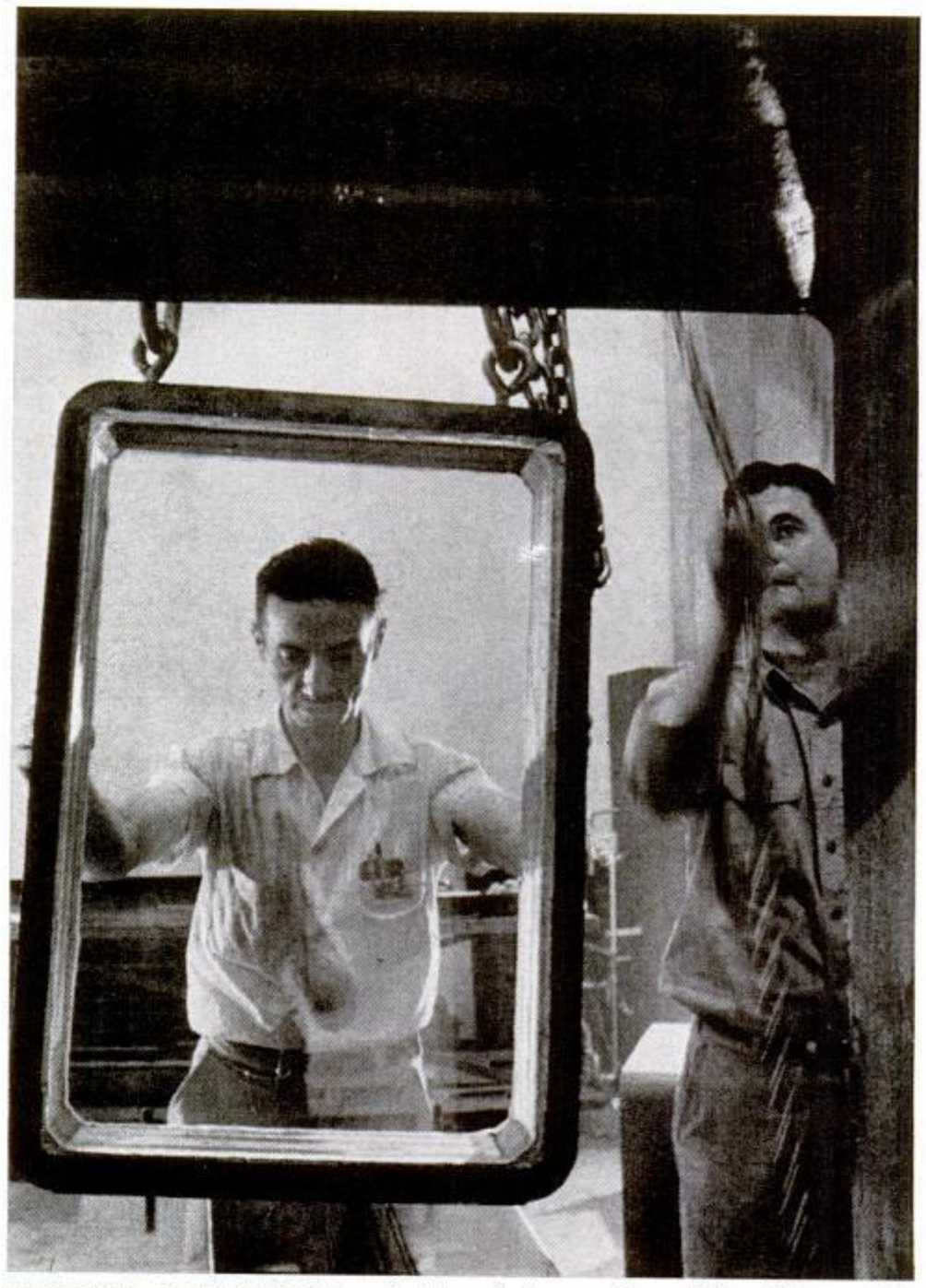
The five-layer window above is the 6,000-pound answer to an exasperating aspect of the atomic age. Scientists working with radioactive substances have to watch closely every operation done upon their precious materials, yet they must not stay in the same room with them or they may be lethally burned by the rays. Mounted in the wall of a radioactive laboratory, the thick chunk of glass will focus light beams somewhat as a wide-angle camera lens does, so scientists peering into the small end can see almost everything in a 10-foot-wide room. Thus they can perform their work by remote control, protected from radiation's harm.

The ponderous peephole was built by Corning Glass Works scientists, who mixed 850 pounds of the raw materials for glass with 3,400 pounds of lead oxide, a heavy, radiation-absorbing, metallic chemical. After the mixture was melted, it was cooled slowly over a period of three weeks in five slabs ranging from 485 to 1,175 pounds. Then the eight-inch-thick slabs were individually polished and fitted together in a special one-ton frame (*next page*) to become one of the weightiest windows in the world.

CONTINUED

Copyrighted material

first really new detergent
for Electric Dishwashers
finish
ENDS WATER SPOTTING
SAFEGUARDS FINE CHINA
NEW!
Miracle Detergent
for ELECTRIC
DISHWASHERS
finish
ENDS WATER SPOTTING
SAFEGUARDS FINE CHINA PATTERNS
E. L. INC., Makers of SOILAX
So wonderfully effective in making glasses sparkle, dishes gleam and silverware glisten that all leading manufacturers of dishwashers not only specify FINISH but put a package in new dishwashers at the factory. So mild that it's the only detergent recommended by leading makers of fine china. Once you try FINISH you'll never again use any other detergent in your electric dishwasher.

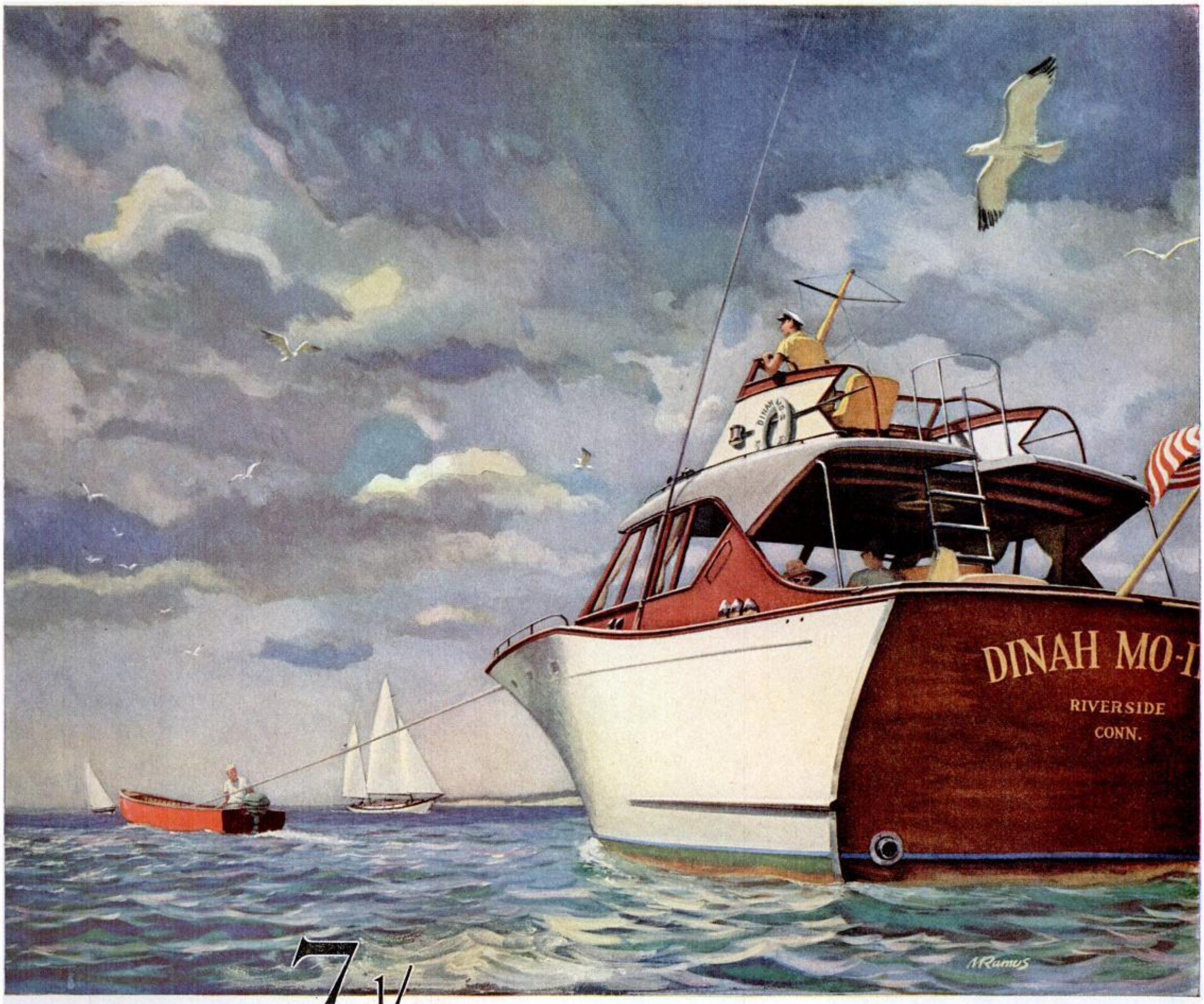


BUILDING THE WINDOW, technicians hoist smallest of five slabs, weighing 725 pounds with its metal rim, into the mouth of huge cast-iron frame.



SLIDING THE SLAB into frame on skids greased with mineral oil, workers position it before adding bigger slabs. A layer of clear oil will separate slabs.

Copyrighted material



7 1/2 horsepower tows big cruiser

Your car can get 5 to 10 more horsepower with New Shell X-100 Motor Oil Premium



You can get a horsepower increase for your car that may be even greater than the power needed to tow a big cruiser.

What's more, you get the extra 5 to 10 horsepower under average driving conditions.

Here is the story:

Most of the time you use your car the engine doesn't warm up fully. With widely used conventional oils you lose power through engine drag. Shell Research has developed a motor oil, X-100® Premium, that does not have to be warmed up to flow freely.

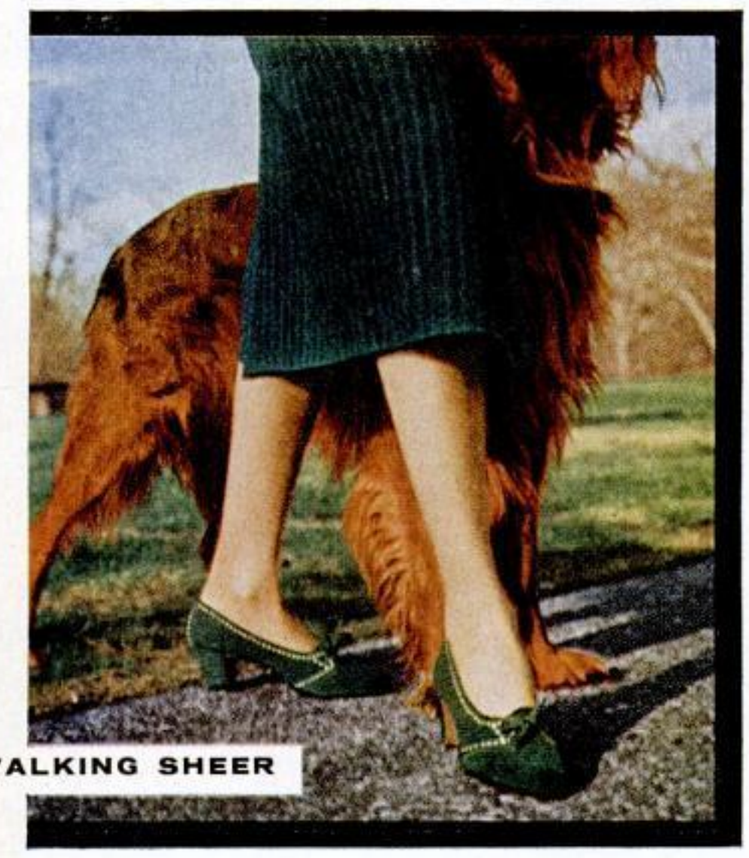
As a result, this new motor oil reduces engine drag so much you get 5 to 10 more horsepower from the moment you start down the road!

In addition, Shell X-100 Motor Oil Premium *stops Acid Action—the major cause of engine wear.*

Next time let your Shell Dealer drain and refill your crankcase with new X-100 Motor Oil Premium. *You will get the finest protection your engine can have.*

Copyrighted material

...with beautiful nylons for every occasion



WALKING SHEER



DRESS SHEER



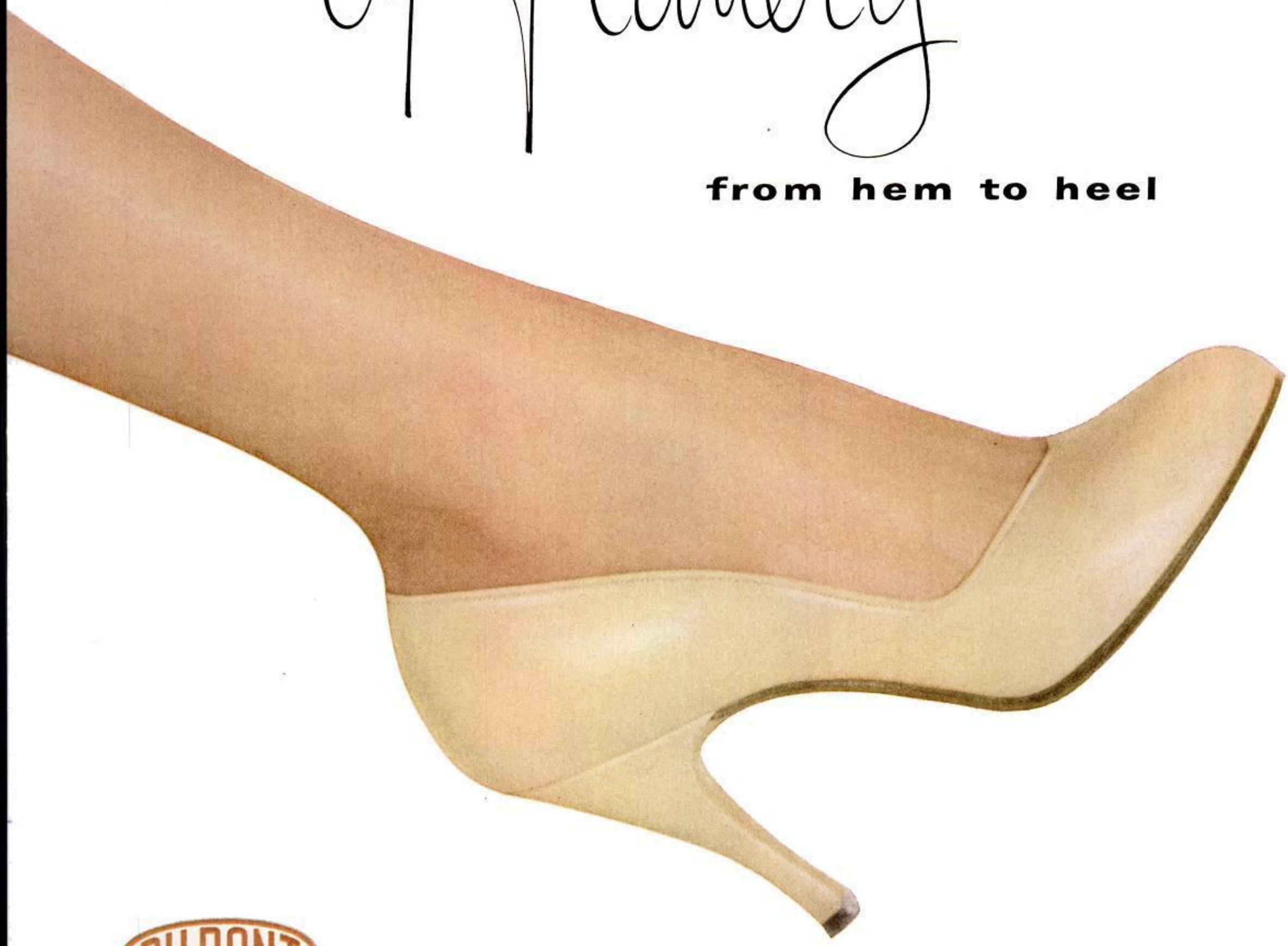
EVENING SHEER

Here's a wonderful new way to get greater satisfaction from your nylons. And fortunately, it's so simple! Just choose the right sheer for the right occasion. Today's nylons are being made in three different sheers . . . Evening Sheers . . . Dress Sheers . . . Walking Sheers. The next time you're shopping for stockings, be sure to ask for nylons to suit your occasion, and you'll realize greater beauty, satisfaction and value.

Copyrighted material

fourteen inches of flattery

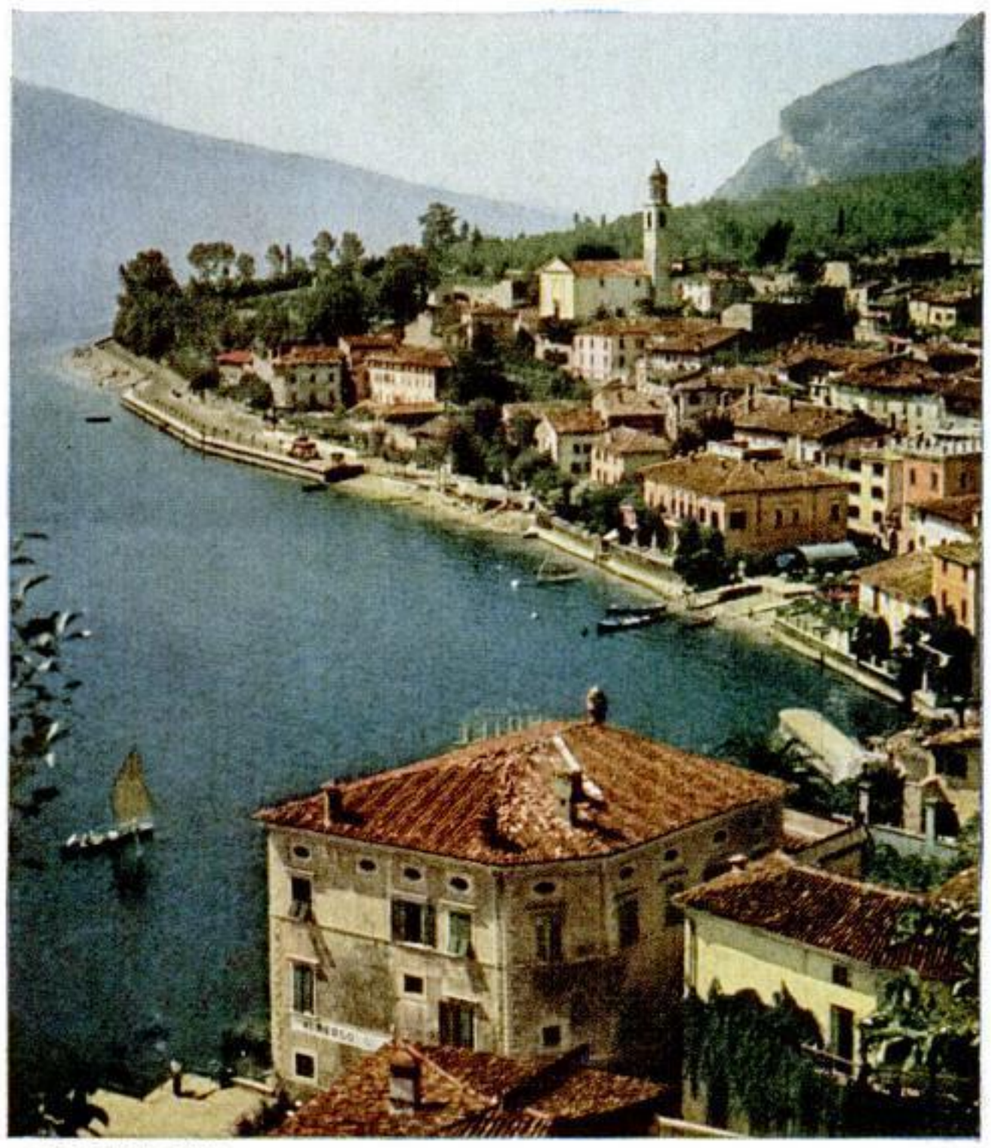
from hem to heel



DU PONT
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

Copyrighted material



LAKE GARDA, ITALY



"In 12 minutes you can sit down to a real Italian-style dinner!"

If you've always thought it took hours of simmering and stirring (or a trip to Italy) to get real Italian-style spaghetti—here's a pleasant surprise.

In just 12 minutes, fix a spaghetti dinner, real Italian-style—*right at home*. It's easy—with Chef Boy-Ar-Dee Spaghetti Dinner.

You get all the makings in one package. First a box of choice durum-wheat spaghetti—with directions for cooking so it comes out perfectly tender, not hard, not soggy.

Then the sauce—meat *or* mushroom—all ready to heat. Made with rich tomato and spices and the magical touch of a true Italian.

And to top everything off—a canister of nippy, grated Italian-style cheese. Serves 3—only about 14¢ a serving. Just try it!

You'll find the same Italian flavor in Chef's Spaghetti and Meat Balls, Ravioli and Sauces. Let Chef do the cooking—often!



CHEF BOY-AR-DEE® Spaghetti Dinner

with Meat or Mushroom Sauce



A boy smitten with his kitten

THEIR FRIENDSHIP IS A ROUGH-AND-TUMBLE THING

Little children are one of the chief reasons why little kittens get such quizzical expressions on their faces so young. When the picture above was taken, Blazer, the tiny tiger cat, was only 4 months old. Her boss, Craig Anderson of Pasadena, was 14 months older. But already Blazer had learned calmly to shrug off the fact that Craig was likely to all but strangle her in rough-and-tumble tenderness one moment and then turn his back and drift off into a dreamy examination of his own toes in the next. In short, by playing with Craig, Blazer was becoming a kitten wise in the ways of very small boys. But, as the following pages show, it had taken a lot to make her one.

CONTINUED 133

Copyrighted material

"I scrimped"

"— but for so little more I could have bought Lee Chetopa Twills that *stay* good looking!"

"I've suffered"

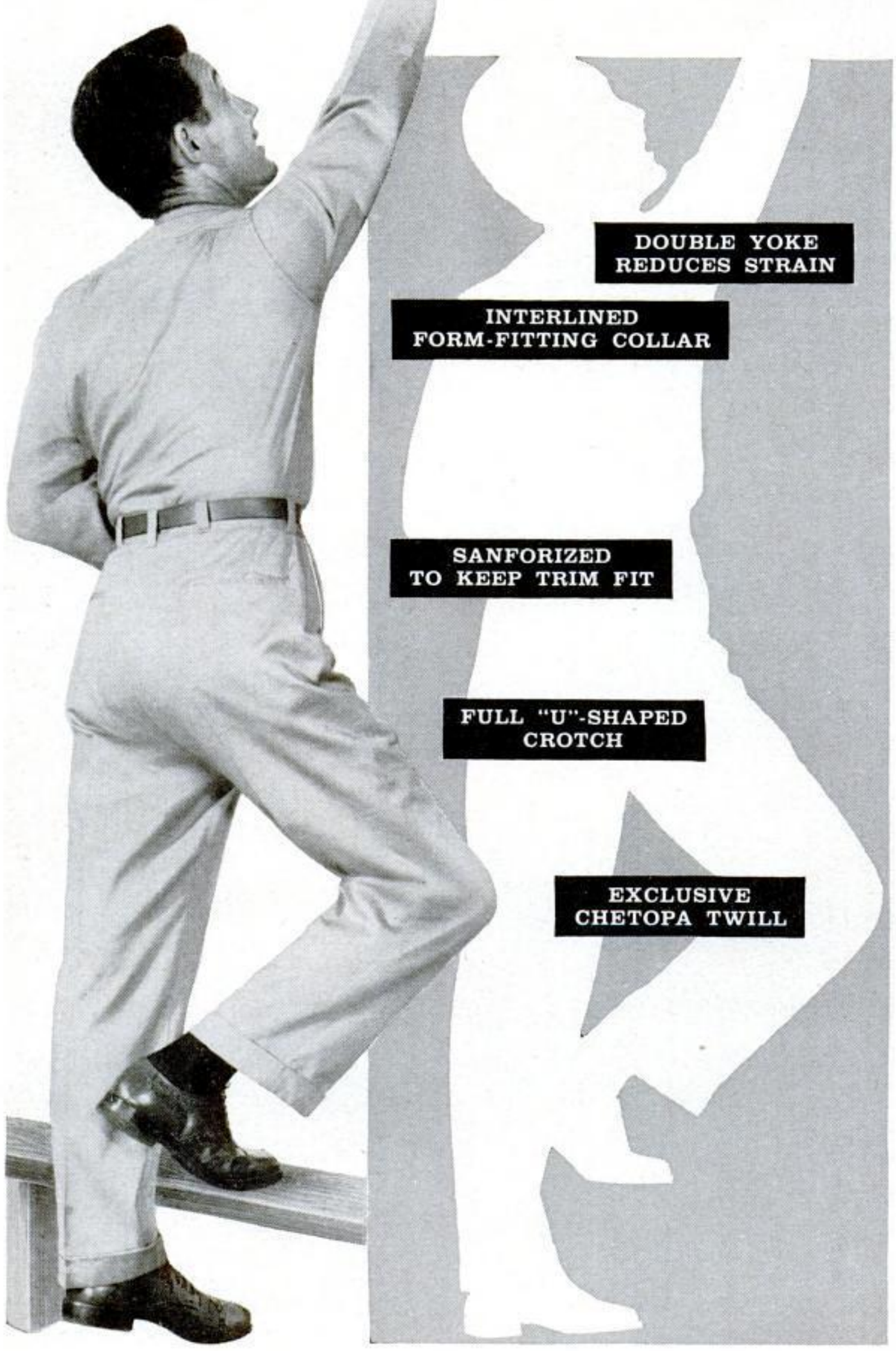
"Lee Clothes are *Sanforized*—the fit you buy can't wash away."

"I'm sorry"

"From now on I'll buy Lee (in Tailored Sizes to fit any build)."



With Lee Clothes you stretch, bend, work freely!



Lee clothes FOR WORK AND PLAY

COPYRIGHT 1955

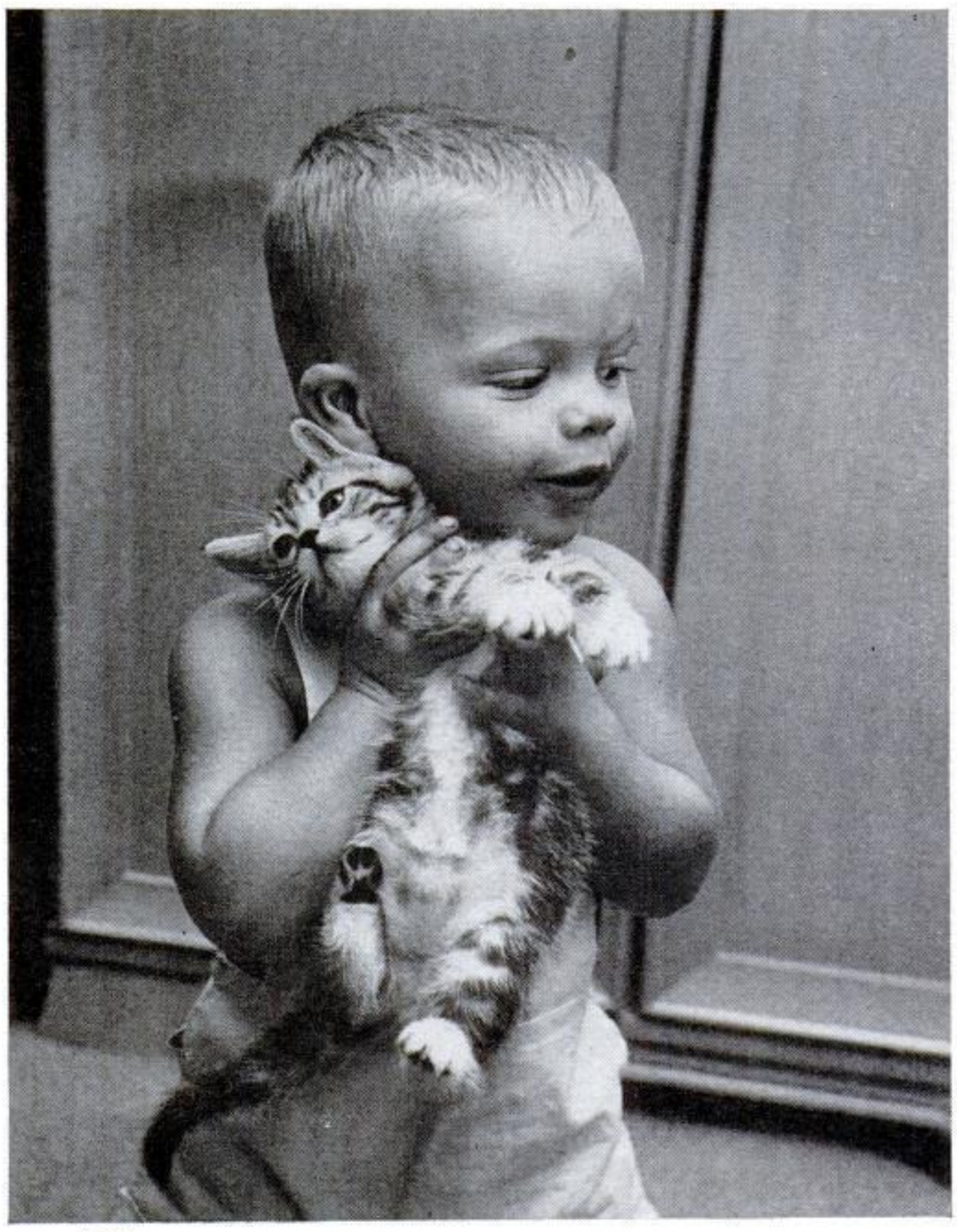
EVERY LEE GARMENT UNION MADE—*UNION LABELED*

Lee Chetopa Twill Matched Shirts and Pants (illustrated above); Lee Jelt Denim Overalls and Dungarees, Union-Alls, Industrial Uniforms; famous Lee Riders (authentic Western style blue jeans).

THE H. D. LEE COMPANY, Kansas City 8, Missouri



Craig was a happy young man when Blazer—Craig called her Bazer—came into his life. The tiny kitten looked like his stuffed Teddy bear but she was very much better because she moved by herself, purred, meowed and was warm.



With a strangling hug Craig wooed his pet. Blazer did not seem to mind. She just relaxed and waited until Craig let up. After all but losing one of her nine lives in a moment like this, Blazer romped right back for more play.

CONTINUED

Copyrighted material



"Between Innings" by Pruett Carter. *Number 112 in the Series "Home Life in America"*

When you're taking it easy–

What makes a glass of beer taste so good?



Malted barley—selected from America's finest crops—and containing certain important minerals that our bodies use up every day.



Tangy hops that are harvested only during the period of a few short weeks when their flavor is at its absolute height.



The way it "goes with everything"—the way it fits into the friendliness of American life—makes beer America's Beverage of Moderation

Beer Belongs—Enjoy It!

Copyrighted material

Who ate my Post Toasties?



Come out from behind that paper, Dad, and face up to your son and heir. Junior's about to blow his little carrot-top. And who can blame the boy? No other corn flakes measure up to Post Toasties. They're the only ones with that special golden-corn flavor. Better hurry to the store and save the day with more.

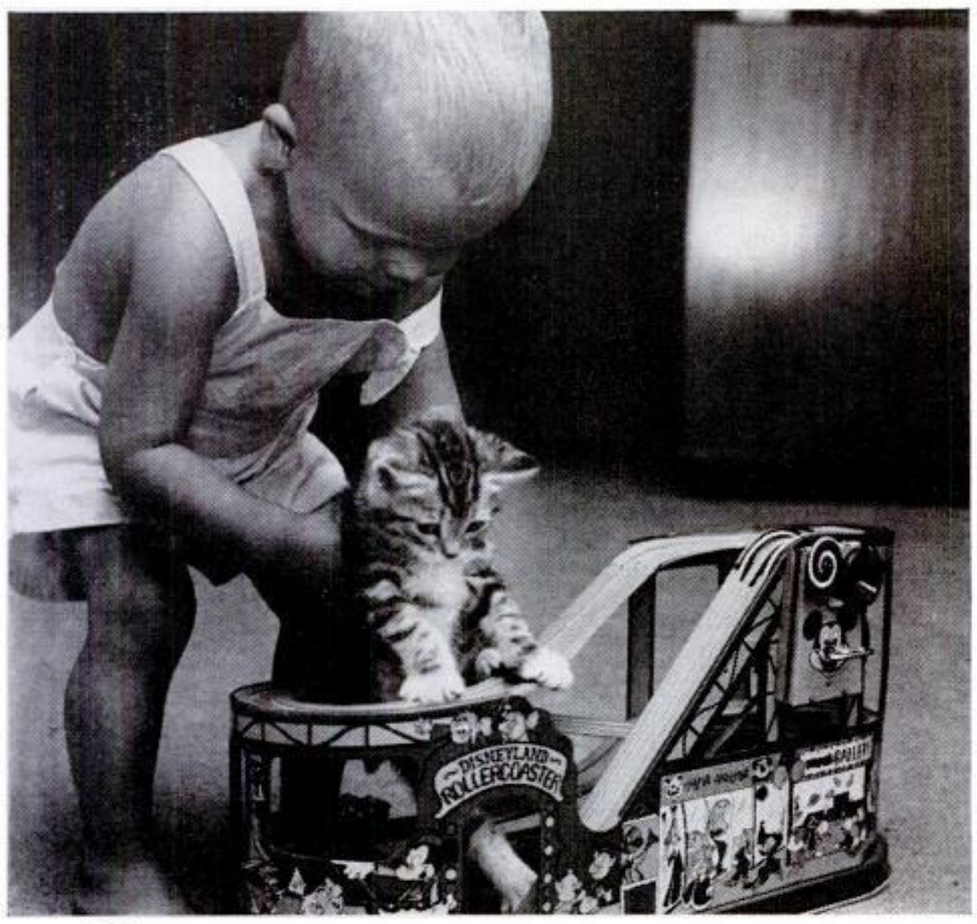
For goodness sake – get **Post Toasties!**

A Product of General Foods

Copyrighted material



Though amenable, Blazer would have none of the Davy Crockett craze. When Craig tried her on as a coonskin cap, Blazer kept wiggling and refused to curl around and stay put. Craig set her on the floor and played something else.



Young Craig kept trying to find a special place, like this toy roller coaster, from which the kitten could not escape. But although she submitted to being shoved in, Blazer easily leaped out of all Craig's best traps and jails.



A strong knuckles-down throttle was constantly employed by Craig to keep his pet kitten under control. Looking lopsided but unafraid, Blazer usually lay quiet for a reasonable interval, then shoved, pushed and wriggled free.

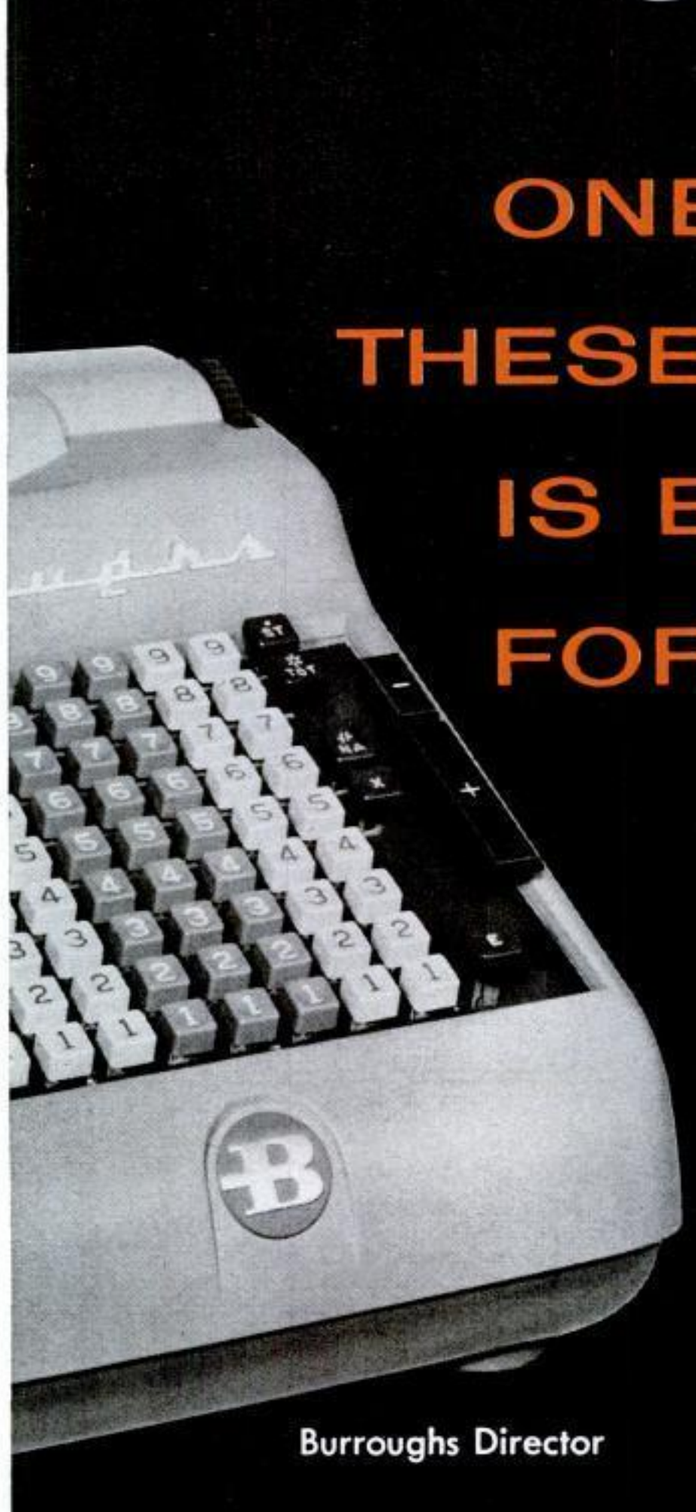
CONTINUED

Try them now and you'll see...



Burroughs Ten-Key

ONE OF THESE TWO IS BEST FOR YOU!

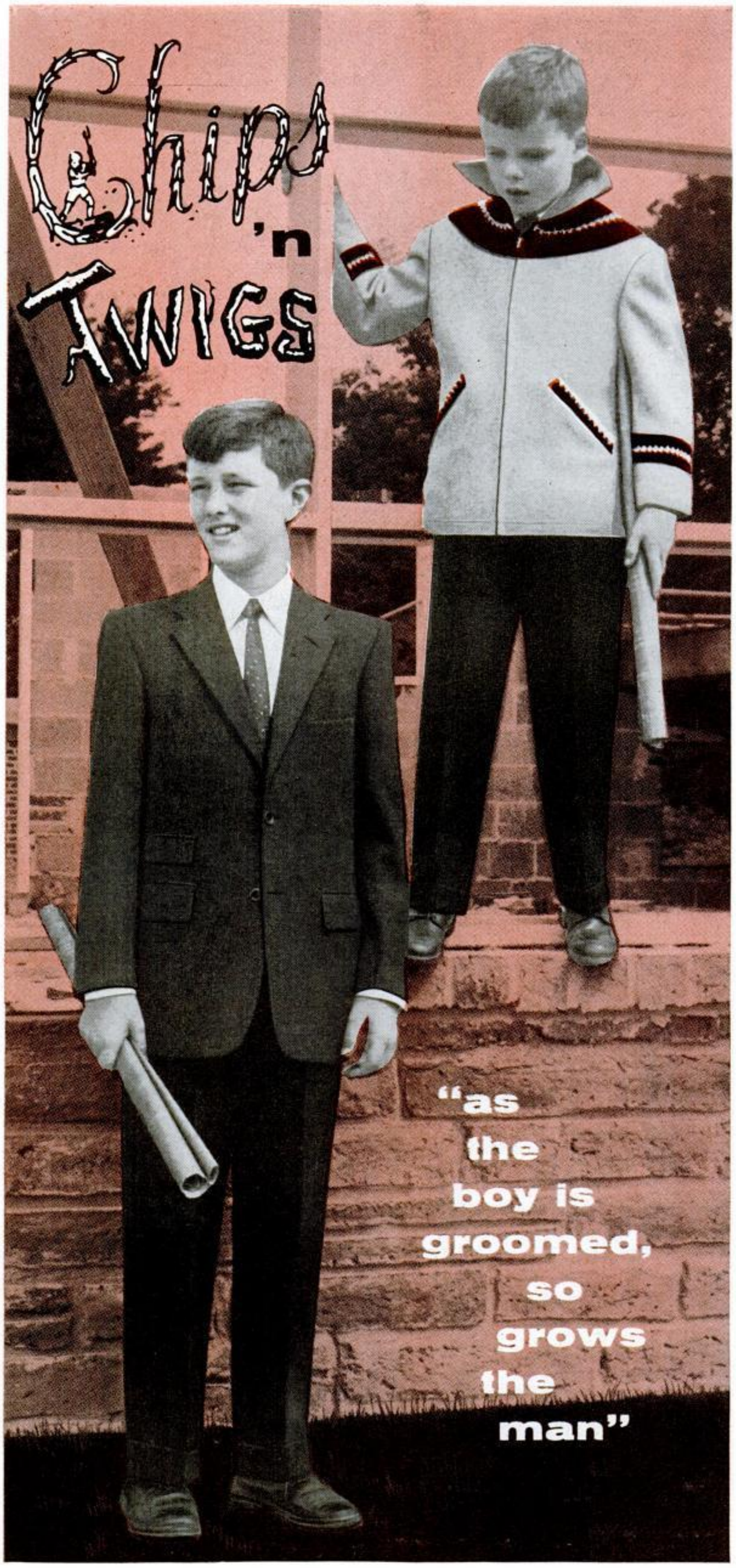


Burroughs Director

Now you can try a great new Burroughs adding machine in your own office, on your own work, *at our expense!* All you have to do is make a phone call. Our local branch office or dealer is listed in the Yellow Pages. Why not phone *today*? Burroughs Corporation, Detroit 32, Michigan.

Burroughs

"Burroughs" is a trade-mark



CHIPS KNIT-TRIM SURCOAT: In fine, rugged wool melton. Choose from Oatmeal, Gray, Brown, Navy, Charcoal or Cinnamon. Sizes 4 to 12. About $15. Also in Chips Sr.—Sizes 14 to 20, about $17; Twigs—Sizes 2 to 7, about $13.

CHIPS WASHABLE FLANNEL SLACKS: You'll find these Wool and Nylon slacks simply a dream to wash. In Charcoal Gray, Charcoal Brown, Chocolate Brown, Princeton Gray, Medium Gray, Navy. Sizes 2 to 12. About $7.

CHIPS SR. ALL-WOOL IMPORTED FLANNEL SUIT: Superb luxury in every stitch . . . with hand-rolled collar and sleeves, distinctive trim tailoring, trend-setting "collegiate" styling. In Charcoal Gray, Charcoal Brown, Princeton Gray. Sizes 13 to 20. About $30.

For your boy's complete wardrobe, you can find many exciting Chips 'n Twigs style selections in sizes ranging from 1 to 20, at America's finest stores.

For store nearest you, write to . . .

CHIPS 'n TWIGS 1107 Broadway, New York 10, N. Y.

prices slightly higher west of the Rockies

CHIPS 4 to 12 • CHIPS SR. 13 to 20 • TWIGS 2 to 7 • TWIGLINGS 1 to 3X

BOY AND KITTEN CONTINUED



Curiosity played an important part in Craig's feeling for his pet. After catching her on the floor and flipping her on her back he forced open her mouth and peered at her needle-sharp baby teeth, cautiously testing with his fingers.



When Craig was bathed he insisted that Blazer take a bath too. Mostly Blazer escaped to drier parts of the house, but sometimes she got a bit of a splashing. Whenever that happened Craig carefully dried her off, paw by paw.



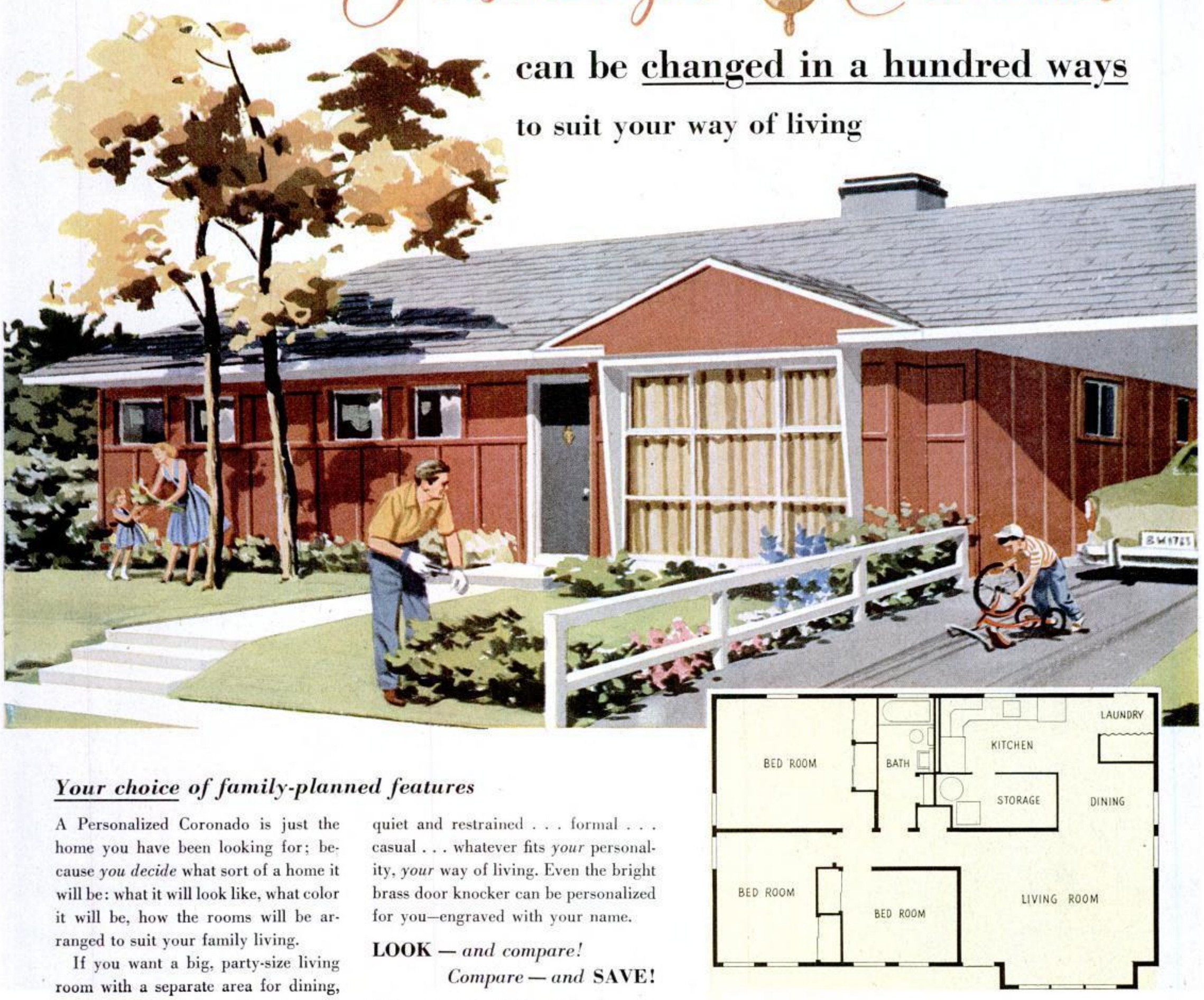
After a while they took each other a little more for granted. When Craig was preoccupied Blazer would pluck at his toes, as if asking for a romp. But if Craig did not respond, Blazer would go outside and hunt for a mouse.

Copyrighted material

Personalized Coronados

can be changed in a hundred ways

to suit your way of living



Your choice of family-planned features

A Personalized Coronado is just the home you have been looking for; because *you decide* what sort of a home it will be: what it will look like, what color it will be, how the rooms will be arranged to suit your family living.

If you want a big, party-size living room with a separate area for dining, **you can make it yours. If your dream of a kitchen is a big room with space to serve informal family meals, you can have it. You can choose painted interior walls or natural wood finish. You can make your home bright and bold . . .** quiet and restrained . . . formal . . . casual . . . whatever fits *your* personality, *your* way of living. Even the bright brass door knocker can be personalized for you—engraved with your name.

LOOK — *and compare!*

Compare — *and* **SAVE!**

Call on your local United States Steel Homes Dealer—he's listed in the Yellow Pages. And visit his demonstration homes which are on display this week. Watch your newspaper for announcement of time and place.

Manufactured by

UNITED STATES STEEL homes, *Inc.*

SUBSIDIARY OF UNITED STATES STEEL

"Coronado"—trade-mark of United States Steel Homes, Inc.

Every Personalized Coronado is VALUE INSURED *for your protection*

HIDDEN VALUES. All No. 1 quality material is used throughout—where you can see it and where you can't.

NO EXTRA CHARGES.* Once you have picked your Personalized Coronado, the dealer will quote you a *firm* price. There will be no changes in plan or detailing; there will be no change in price.

ARCHITECTURAL PLANNING. Your Personalized Coronado is architecturally designed. Rooms are planned for comfort and convenience, good traffic flow, good light. And the structure is engineered for long life.

NATIONALLY ADVERTISED BRANDS. Every piece of equipment that goes into your Personalized Coronado is a leading product in its field, famous for its quality and service.

**Monthly payment varies with local taxes and building costs, and with the amount of your down payment.*

See the September issue of LIVING FOR YOUNG HOMEMAKERS for the complete story on Personalized Coronados

United States Steel Homes, Inc.
Dept. L-95, New Albany, Ind.

Please send me literature containing plans of your homes and the name of my nearest dealer. (Please Print)

I do ☐ I do not ☐ own my own lot.
I plan to build this fall ☐ next spring ☐.

Name

Address

City

County State.....

Copyrighted material

what Ann Blyth has <u>you</u> can have too...



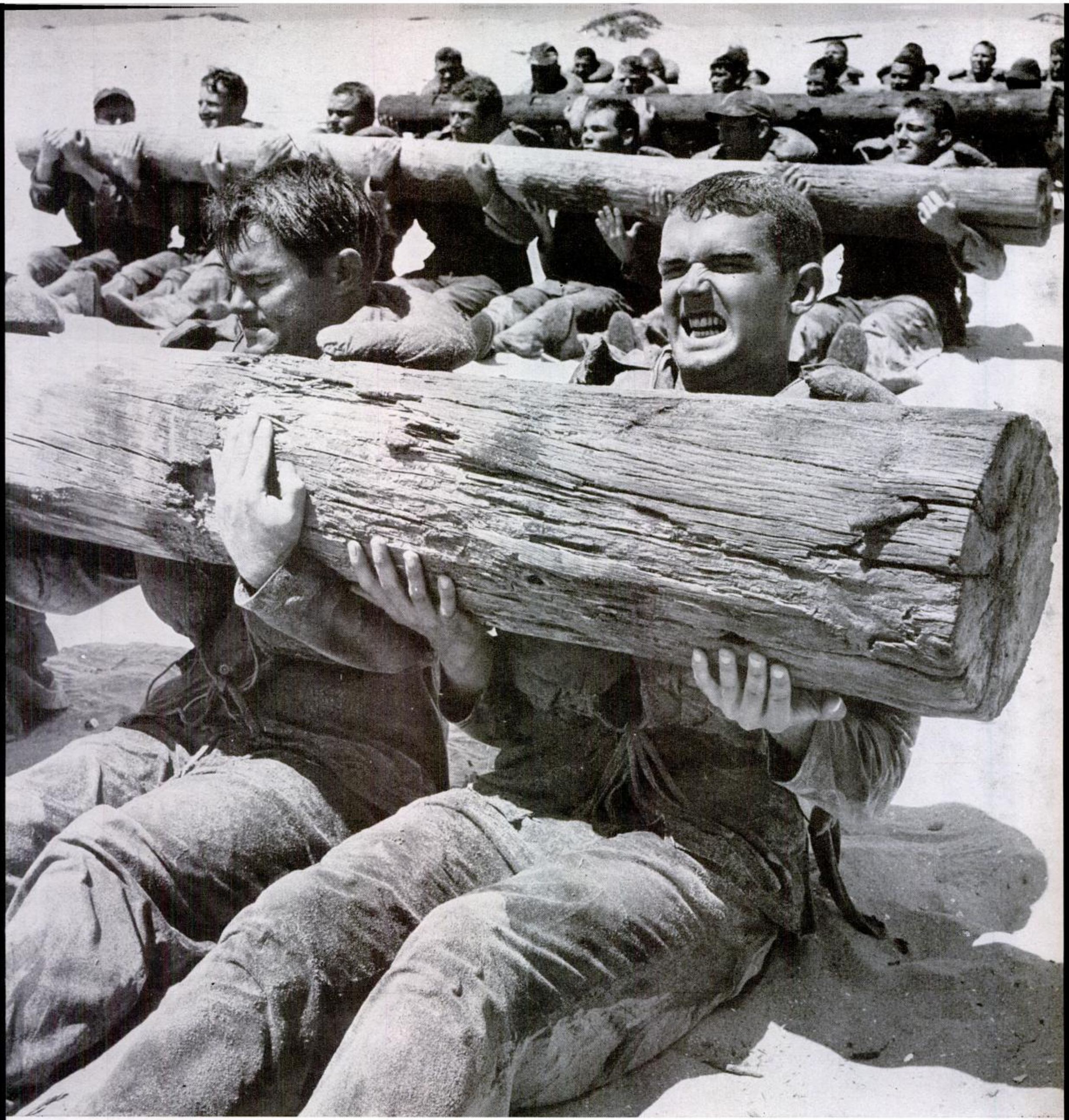
luxury sweaters of Acrilan

Take a look at Ann Blyth's sweaters. Think you'd pay a fortune for such luxury? Think you'd have to coddle them to *keep* them luxurious? The answer's no . . . both times! Those are *Acrilan* sweaters Ann's wearing . . . so they're soft, rich, deliciously warm. Yet they wash perfectly, dry fluffy, never shrink or need blocking, and stay off limits to moths and mildew. Take our word for it . . . there's nothing like sweaters of Acrilan acrylic fiber. With so many styles and colors to choose from . . . why not star in one of your own?

ACRILAN

THE CHEMSTRAND CORPORATION, 350 Fifth Ave., New York 1 • PLANTS: ACRILAN® ACRYLIC FIBER—Decatur, Ala. • CHEMSTRAND® NYLON—Pensacola, Fla.

Copyrighted material



WITH HEAVY WATER-SOAKED LOGS FUTURE FROGMEN ON CORONADO BEACH DO SETTING-UP EXERCISES DESIGNED TO STRETCH THEIR SWIMMING MUSCLES

HELL WEEK

NAVY GIVES FROGMEN A TRIAL BY EXHAUSTION TO PREPARE THEM FOR AN UNDERWATER LIFE

The frogman's job is as hazardous as any the Navy can offer, yet every year more than 300 officers and men volunteer for the risky underwater work. But before the Navy will take them on, it puts them through a six-day period called Hell Week to see if they really want to be frogmen. At the Underwater Demolition School in Coronado, Calif., Hell Week lives up to its name. The men are pushed to exhaustion day after day with exercises. They are made to run, not walk, most of the time. They are put through tormenting nuisance races whose only purpose is to goad men into quitting. During the whole time they get only 10 hours sleep.

Hell Week succeeds admirably in its purpose. At the end of it, half the class has quit while the rest of the men don flippers and goggles and go on through the 12-week school to learn the business of being frogmen.

CONTINUED 141

Copyrighted material



ARROW PAR

Smart appearance begins with your
"STYLE ZONE"

Your "style zone" is focused at your shirt collar. That's where people look first; that's where smart appearance always begins.

No wonder this Arrow *Par* with its soft, spread collar makes such a handsome and distinctive addition to any man's shirt collection.

Mitoga®-tailored in superb "Sanforized" fabric, the Arrow *Par* with French or button cuffs is $3.95. All-silk Arrow Tie, $2.50.

ARROW first in fashion

by Cluett, Peabody & Co., Inc.



MILD EXPLOSION pelts men with stinging clouds of sand as they complete obstacle course. It was touched off as surprise to see if men would panic.



MUDDY PUSH-UPS are performed by trainees on field thoroughly trampled beforehand to assure proper gooey consistency. Men must do 20 push-ups.



NUISANCE RACE forces men to hobble through sand while holding toes. They cannot release toes even when they fall—as the man in foreground has.

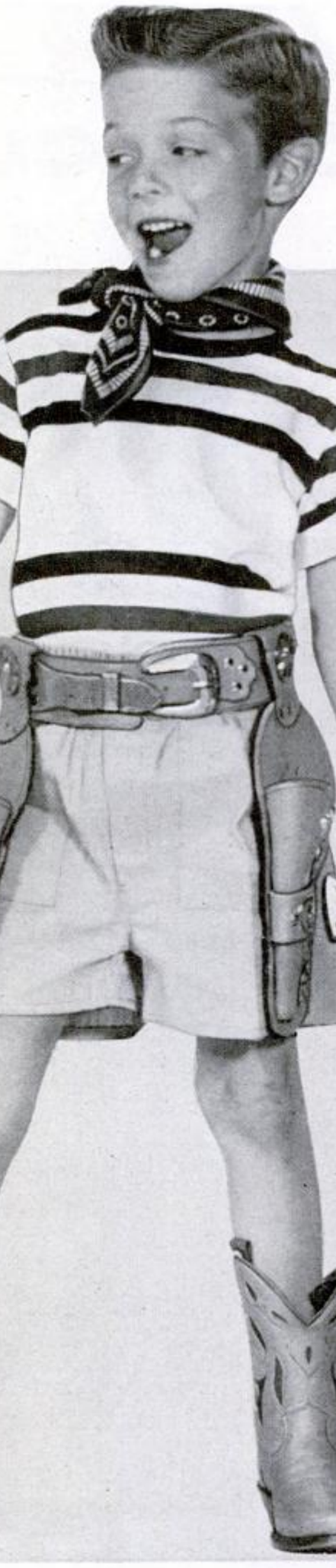
CONTINUED

Copyrighted material

ADMIRAL 24″ TV $199.95*

with Smart Decorator-Styled Stand Free!

Save $57.95 while Limited Supply Lasts





The London—
mahogany finish

24″ TV Console—The London—in stunning contemporary cabinet with brass-tipped tapered legs. Right now your Admiral dealer will give you twice the usual trade-in on your old TV toward this magnificent set!

Just $30 extra with 82-Channel UHF

Think of it! You can own this striking ebony-finish 24″ Admiral TV—The Honduras—for less than many 21″ sets...complete with its matching decorator-styled stand! It's brand-new—factory-fresh—built just a few short weeks ago to sell for $239.95*, and the sturdy custom-built stand would regularly be $17.95 additional! It's your once-in-a-lifetime opportunity to own king-size 24″ TV at an unheard-of low price... so hurry, because quantities are strictly limited.

Your home deserves the best... that's always
(Choice of 5 Million TV owners)

Admiral®

*Prices slightly higher South, West and Canada. Subject to change without notice.

Copyrighted material

Dickies®

Action-Fitted

WORK CLOTHES



Active men seem to like the way DICKIES work clothes fit on the job. Shirts stay in and pants don't bind because DICKIES graduated sizes fit any kind of build. They're the *clothes that work with you.*

DICKIES are made from carefully selected army twill with Safety-Stitched seams, and they're Sanforized to keep their good looks. Nationally famous, sold at better clothing and department stores everywhere. Next time, ask for the *Action-Fitted* work clothes — DICKIES.

Dickies®

WILLIAMSON-DICKIE MANUFACTURING COMPANY
509 West Vickery Blvd. Fort Worth 1, Texas
Copyright W.D. Mfg. Co. 1955



DRY BOAT RACE in sliding soft sand is run by men on knees as they hold boat above heads. Such races are designed more to annoy than to instruct.

GETTING TO KNOW THEIR BOATS

During Hell Week the frogman trainees form a close and uncomfortable attachment to the rubber boats they will have to use in their work. The men are grouped in boat crews when they enter the school and perform as crews during all the grueling exercises. A reward is offered for the boat crew which wins the most nuisance races. It gets the last day of Hell Week off, blessed relief after an almost sleepless week.



ROUGH WATER BEACHING on a rocky shore is performed during a night maneuver in which men paddled and portaged boats over a 15-mile course.

CONTINUED

Copyrighted material



Firth's president, H. E. Wadely, reveals revolutionary new TUFTWOVEN *developments. Photograph of top-secret* TUFTWOVEN *machinery still withheld from publication.*

REVOLUTIONARY CARPET DISCOVERY MAY CHANGE U. S. HOMEMAKERS' BUYING HABITS

Firth Carpet Company's new "Tuftwoven" process means luxury wool carpet at budget price

Within recent months TUFTWOVEN, a revolutionary new manufacturing process developed by The Firth Carpet Co., has brought about new economies of manufacture that are making quality carpet available to the consumer at a price well within his reach. And, since to the consumer quality carpet still means all-wool carpet, the modern miracle of "FIRTH TUFTWOVEN"* makes the luxury wool an economic possibility at last.

Firth's president, an uncompromising stickler for perfection, inspired one of the outstanding new textures in the TUFTWOVEN group. Not content to produce a carpet that would merely *resemble* tweed, perfectionist Wadely sent Firth research technicians packing to Scotland to learn tweed weaving first hand. They lived in the Highlanders' thatched cottages and learned carding, spinning, weaving, and dyeing methods that have been passed down for generations. "These re-educated experts of ours are now dyed-in-the-wool Scotsmen," says Mr. Wadely, "and the Highland Tweed division of our TUFTWOVEN plant is humming to the tune of bagpipes. We've developed dyes which produce the same glowing colors the Scottish weavers get from their native roots, herbs, moss, and seaweed. We've even kept the Scottish practice of 'weathering' the wool on the heather or over stone walls by constructing a special wind-tunnel drying process that has much the same effect on the wool as the gentle Highland winds and northern sun. The finished floorcovering, with its tweedy texture and rich handcrafted look, is one of the most beautiful moderately-priced carpets ever produced."

Speaking of the new process at a recent press interview, Firth's merchandise-wise president Wadely revealed the story of TUFTWOVEN's growth: "Less than two years ago TUFTWOVEN was still no more than a dream in our experimental division—today it is making carpet history. Now shown at authorized dealers throughout the country, it is putting an unprecedented array of excitingly styled, thriftily priced, all-wool carpeting on the market."

And particularly to today's young couples, furnishing their homes on limited budgets, TUFTWOVEN is like a decorating dream come true. Typical are Jim and Betty Johnson of Rochester, N. Y. They say that no single item in their home does more to make it attractive and liveable than their TUFTWOVEN, all-wool living room carpet. Yet the total cost for their 12′x15′ living room rug is only $6.88 per month. Both were delighted at the change it made in the room—the wonderful new feeling of comfort and coziness. And Betty has found that the ease of care alone is worth the initial investment. Other advantages they will discover later: the added quiet and safety, the long years of wear when the family is larger and the traffic heavier.



TUFTWOVEN is a young homemaker's dream come true.

The Johnsons, Mr. Wadely pointed out, are like thousands of homemakers who are discovering the true economy of TUFTWOVEN. "But they should take care," he added, "not to confuse all-wool 'FIRTH TUFTWOVEN'* with unsuccessful imitative processes." And in predicting some of the far-reaching effects this new process will have on U. S. buying habits, he went on to say: "TUFTWOVEN at last appears to be the answer to what has too long been a major consumer problem. We can now offer quality all-wool carpet, carpet the consumer can purchase with complete confidence, at a price all homemakers can afford. Quality carpet is no longer a luxury—it is an economical possibility and a practical necessity."

*Registered in United States Patent Office

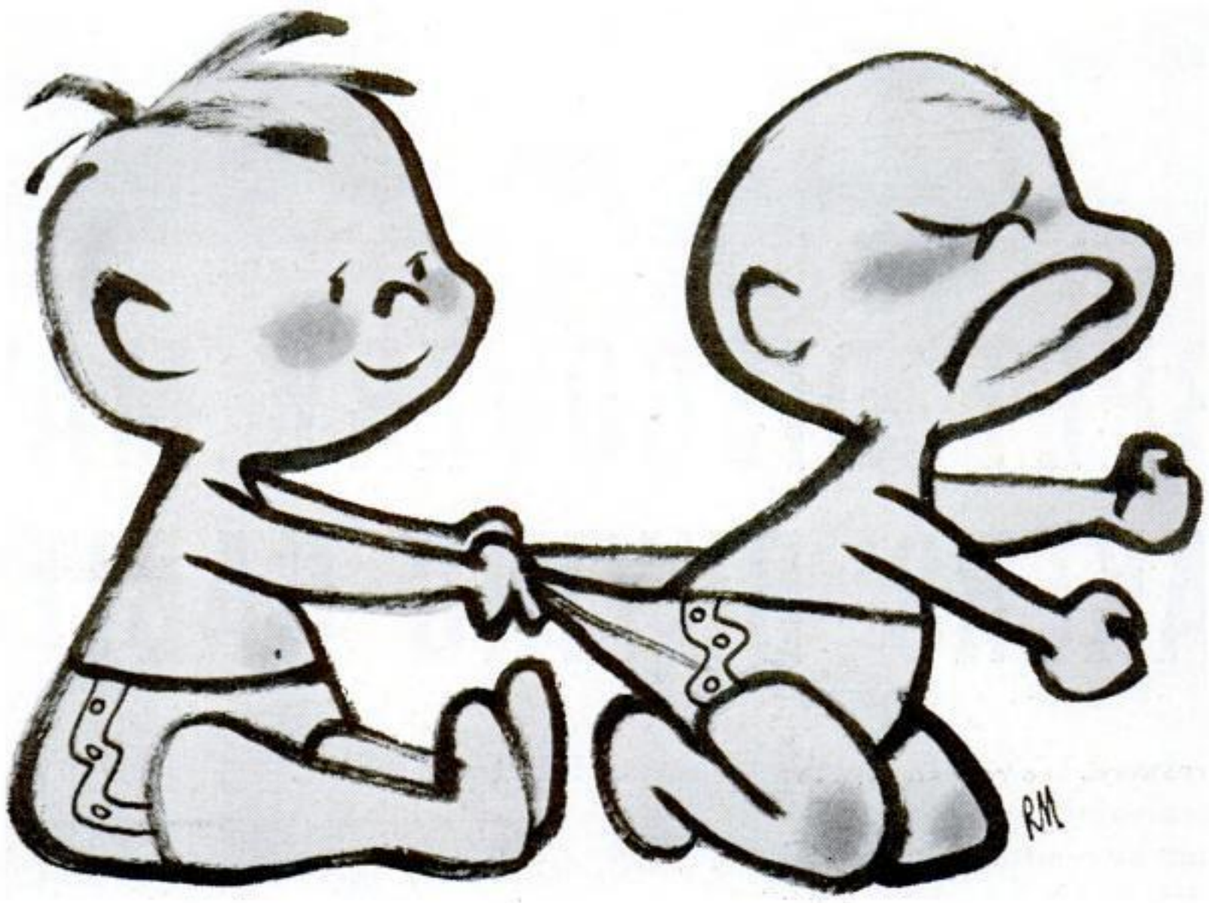
For further news about revolutionary TUFTWOVEN write:

THE FIRTH CARPET COMPANY
295 FIFTH AVENUE, NEW YORK 16, N. Y.

Copyrighted material

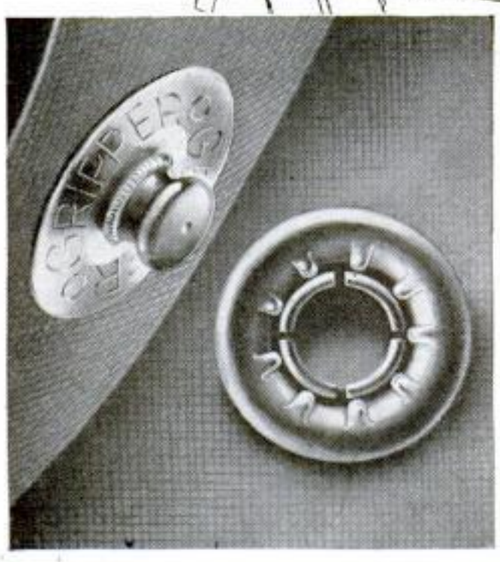
news!

...for little guys on the go!



The romp and play of youngsters calls for a snap fastener that keeps its grip forever! Well, they'll grow out of their clothes before they'll ever wear out new improved GRIPPER Snap Fasteners! There's only one new GRIPPER Snap Fastener... and garments that have them are outstanding buys. They'll never break in a wringer and they're impervious to heat in dryers. They're the mark of better wearing apparel, better value for your money!





Exclusive Radial Ribs! Nine ribs plus other features double the strength and life, assure easy, firm closure. When you see GRIPPER Snap Fasteners, you know you're getting fine garments! Also available at notion counters for home attaching.

new **GRIPPER**® BRAND *snap fasteners*

A WORLD-FAMOUS PRODUCT OF **SCOVILL MFG. CO.**
WATERBURY, CONNECTICUT



PIGGYBACK RACE sends soaking frogman and teammate through 200 yards of slippery mud flat. Men spend half of every day exercising in the mud.

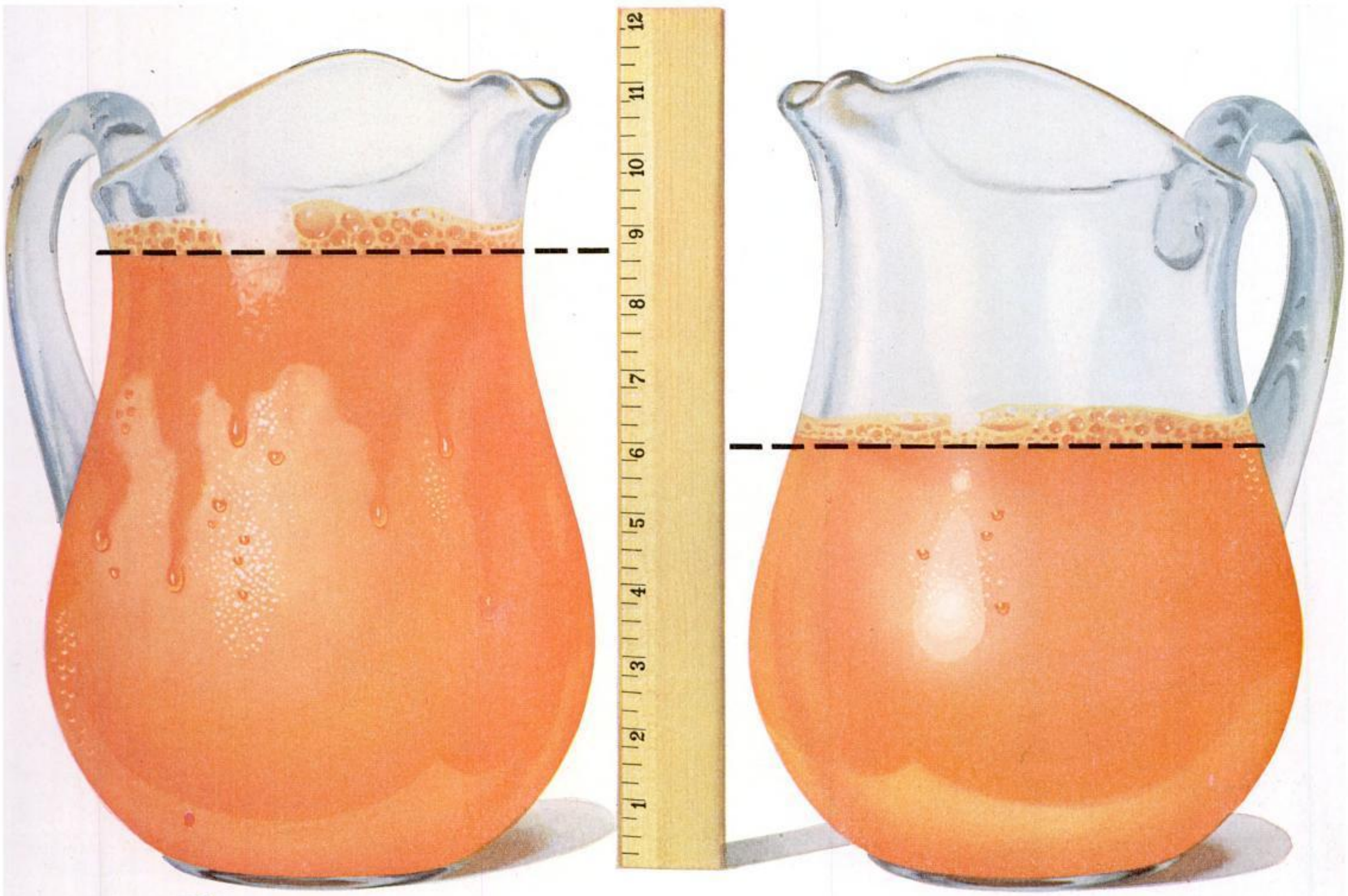


BETWEEN EXERCISES a weary trainee leans drowsily on small boat paddle. Men rarely remove life jackets, carry paddles like rifles on marches.

Copyrighted material

Which Pitcher

has the Minute Maid Orange Juice in it?



IT'S THIS ONE—with ¼ more juice for the same money than oranges squeezed at home!

These 2 Pitchers tell you better than 1000 Words why

Minute Maid *Fresh-Frozen* Orange Juice is better for your health

1. You get ¼ more Delicious Juice!
2. You get ¼ more Healthful Vitamin C!
3. You get ¼ more Body-Building Minerals . . .

Make Yourself the Pitcher of Better Health with Minute Maid!



Available in Canada

Copyrighted material

FASHION



RED ALL OVER for day and evening includes long slim coat (Talmack, $225), corduroy coat, skirt and striped blouse (Claire McCardell, $90), plaid wool dress (*seated*, Anne Fogarty, $55), chiffon dress and plaid wool jacket (Galanos, $595), velveteen pants, jacket and pink shirt (B. H. Wragge, $105), leather pants ($65) and alpaca-lined leather jacket ($100, both Philip Sills), unbelted jersey dress (Trigere, $125), fitted tweed coat (Talmack, $175), plaid suit and blouse (Claire McCardell, $135), satin cocktail dress (Galanos, $350), wool shorter-length evening dress worn with mink-trimmed jacket (Trigere, $650), unfitted tweed suit (*rear*, Trigere, $275), broadcloth suit with satin collar and cuffs (Ben Zuckerman, $195), and ball gown with a stole (Dior, New York, $295).

Red, Red and More Red

FALL STYLES SIZZLE WITH FIRE ENGINE LOOK FROM TOP TO TOE

Copyrighted material



The eye-socking effect created by the new fire engine red outfits shown here is the most exciting development in this fall's fashions. Not only does red flare up in all of the top American collections but designers accentuate the top-to-toe glare with red hats, handbags and shoes, as well as little touches of bright orange and vibrant pink. This sizzling display includes such outstanding new silhouettes as the slim and unbelted street dress, an above-ankle length for evening, a cocktail dress combining plaid wool and chiffon, a dressy tweed coat for town and a slim wool coat which touches the floor. There is enough variety for anyone to achieve a bonfire look this season.

Copyrighted material



1. Slow-speed gentle action for dainty fabrics

Set Wash Dial to "Delicate Fabrics" (from 4 minutes wash time to as little as 1 minute). *Automatically*, agitation and spinning action slow down by one-third to a hand-gentleness.

Announcing 1956 Whirlpool with

Not just a shorter washing period—but a separate gentle washing action

Plus 7 rinses (not just 3)—3 water levels (not just 2)—Money-Saving Suds-Miser . . . See the new Whirlpool Imperial Washers and Dryers now at your dealer's!

Touch a button—a fluorescent light flicks on. Lift up the lid—there's a floodlight and a germicidal lamp. Run your eyes across the control panel. New illuminated dial settings—and a beauty you've never seen before—greet your eyes. Everything about this 1956 Whirlpool Imperial Automatic Washer is new and exciting.

But the biggest news is this: at last you have an automatic washer that does more than control washing *time*—it gives you *two separate washing actions*. You can not only shorten the washing period for delicate fabrics, but also you can slow down washing and spinning action to a hand-laundering gentleness.

Now, even for the daintiest fabrics, everything's by dial—nothing's by hand. All you do is set the Water Selector (now with 3 levels)—and the 3-Temperature Selector (with Fabric Guide). Then you turn the Wash Dial to "Delicate Fabrics"...and after that you relax. Your new 2-action Whirlpool does everything for you—automatically.

Watch the agitator as it starts its strokes. Not with the normal 68 strokes a minute—but a slower 48, that gently flex your clothes as your hand would. Then when the washing period is over, rinsing and spinning begin.

No—your eyes are not deceiving you. You *did* count only 5 rinses—not the 7 you get with normal action. And the spin-drying *is* slower—one-third slower.

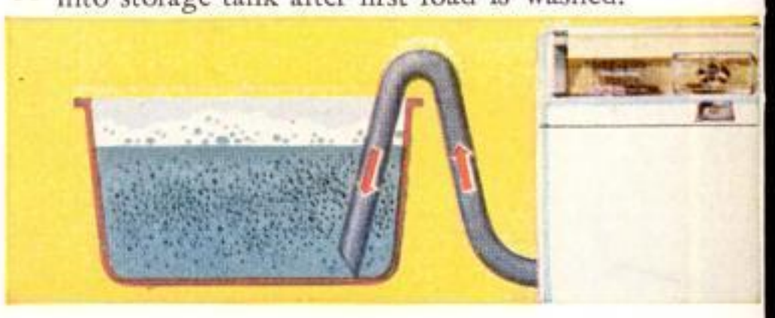
But now—the final results. Your most delicate fabrics are sparkling clean. Better yet—there's not a sign of any wear. They look brand-new.

So—see your Whirlpool dealer today. Ask him to show you the new Whirlpool Imperial Washer—and its new mate, the Imperial Dryer. See the complete line—from $159.95 to $349.95—or as low as $2.54 a week. Whirlpool Corporation, St. Joseph, Michigan, world's largest manufacturer of automatic home laundry appliances. In Canada: John Inglis Co., Ltd.

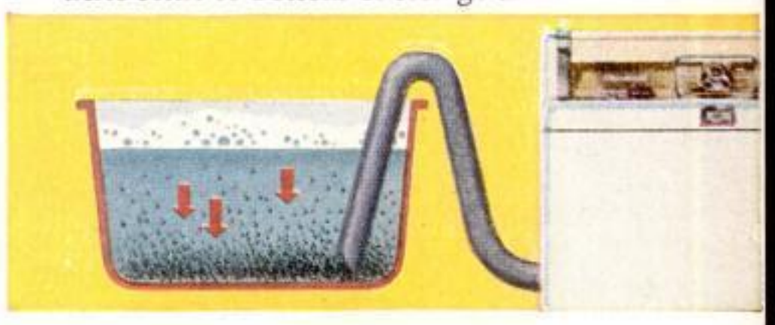
TALK TO THE WOMAN WHO USES A WHIRLPOOL — THEN SEE YOUR WHIRLPOOL DEALER

See the Milton Berle—Martha Raye Shows on Tuesday nights, NBC-TV.

1. Diagram shows how Suds-Miser pumps hot suds into storage tank after first load is washed.



2. During rinsing and spin-drying, heavy soil particles settle to bottom of storage tank.



3. Now Suds-Miser pumps clean hot suds back into washer for re-use. Soil remains at bottom.



Copyrighted material

2. Normal-speed action for regular wash

When Wash Dial is set for regular wash time (up to 14 minutes), normal Whirlpool agitator action gently draws clothes out of your hand and into the tub . . . loosens and removes all dirt, leaves clothes sparkling clean.

two separate washing actions

for delicate fabrics



Choose from 3 water levels—automatically the tub fills with right amount of water to match size of laundry. Saves water and soap.



7 rinses give the most thorough rinsing known: Six pressure-spray rinses, plus deep agitated rinse, use little more than a tub of water.

5-Year Warranty is your assurance of dependability. Only Whirlpool gives you such a long Warranty on sealed-in transmission. All replacement parts are available for at least 15 years. Shown here: Whirlpool Imperial Washer and Dryer combination. Whirlpool recommends ***all,*** controlled-suds detergent—comes with every washer.



Copyrighted material



More Than Just Cured! Armour Star Bacon is

Smoked over fragrant Hickory wood!

What a wonderful new difference this smoke from hickory and hardwood fire makes! There's no other bacon quite like Armour Star . . . so good to taste, so full of tempting hickory flavor.

Try this Armour Star Bacon with the delicate flavor of fragrant hickory wood smoke. See if you don't find it a truly different experience in bacon flavor. Ask for Armour Star Bacon *today*.

Only the best lean bacon—carefully sugar-cured—is chosen to carry the Armour Star label. Wrapped fresh daily, and rushed to your store under refrigeration.

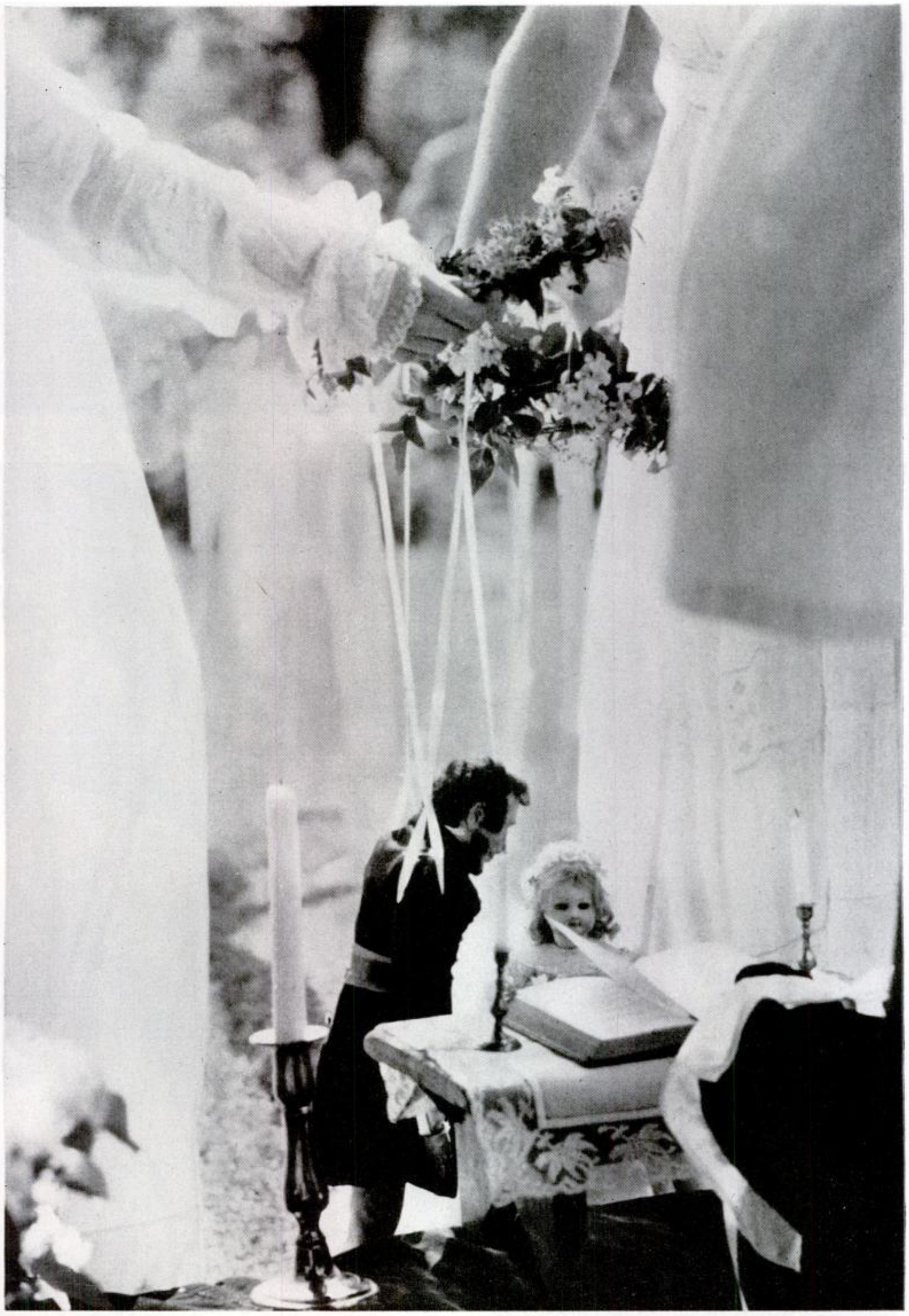
You know it's good!

ARMOUR STAR

The Armour Star label is one of the world's great guarantees!

Copyrighted material

A Wedding in a Land of Dolls



NEW HAMPSHIRE YOUNGSTERS TURN MAKE-BELIEVE INTO ENCHANTING REALITY

Suspended by ribbons from youthful hands, the two little dolls above stand before a miniature altar and, with fanciful solemnity, are joined in matrimony. The happy couple are a part of a collection of dolls owned by the Thomas McCready family of Webster, N.H., who like to give parties for their dolls. Mrs. McCready, who does children's books under the name of Tasha Tudor, helped her four youngsters prepare the elaborate props for this occasion. The 25 young guests, like the dolls, were dressed as for a wedding and the result (*following pages*) was an enchanting afternoon of believable make-believe.

Photographed for LIFE by VERNER REED

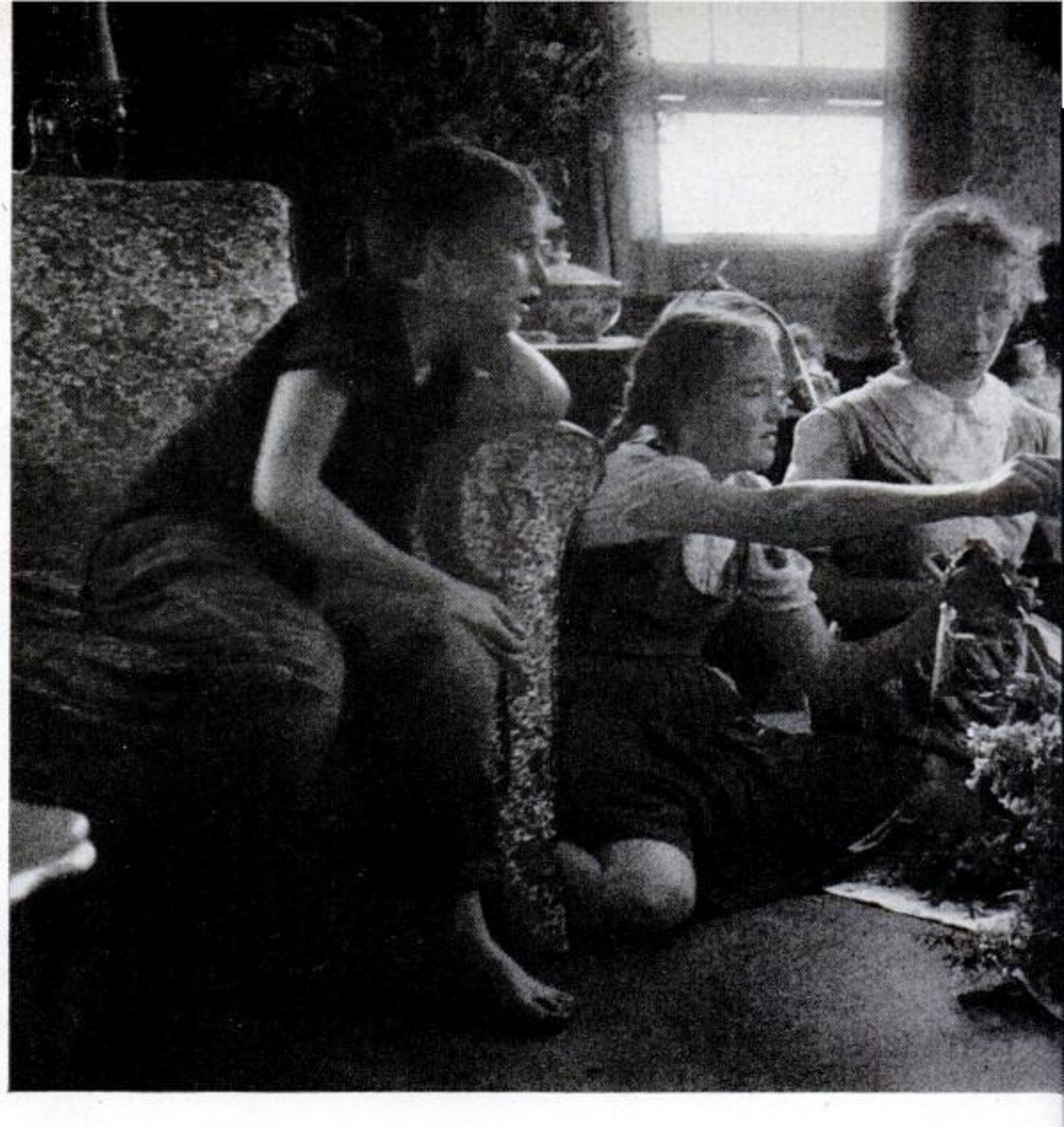
CONTINUED 153

Copyrighted material



A FORETASTE OF REFRESHMENTS

Preparing refreshments for the afternoon wedding party, Mrs. McCready pauses to let her daughter Efner, 6, sample the chocolate cake batter. Mrs. McCready also baked little cakes just for the dolls.





A LAST-MINUTE ADJUSTMENT

Waiting for ceremony to begin, Barbara Barker holds up a bridesmaid doll while Richard Schade adjusts its dress. He has momentarily placed on his head the wreath from which his doll is suspended.



PROCESSION TO THE ALTAR

Walking from the house toward ribbon-marked aisles on the lawn, procession of girls head for the altar with dolls who are bridesmaids and the maid of honor. At left is Efner McCready with bride's sister.



PREPARATIONS IN THE PARLOR

Making wreaths of beauty-bush leaves from which dolls will be suspended by ribbons, Mrs. McCready is helped by her son Tom, 9, her daughter Bethany, 14, and Bethany's friend, Inge Schade.

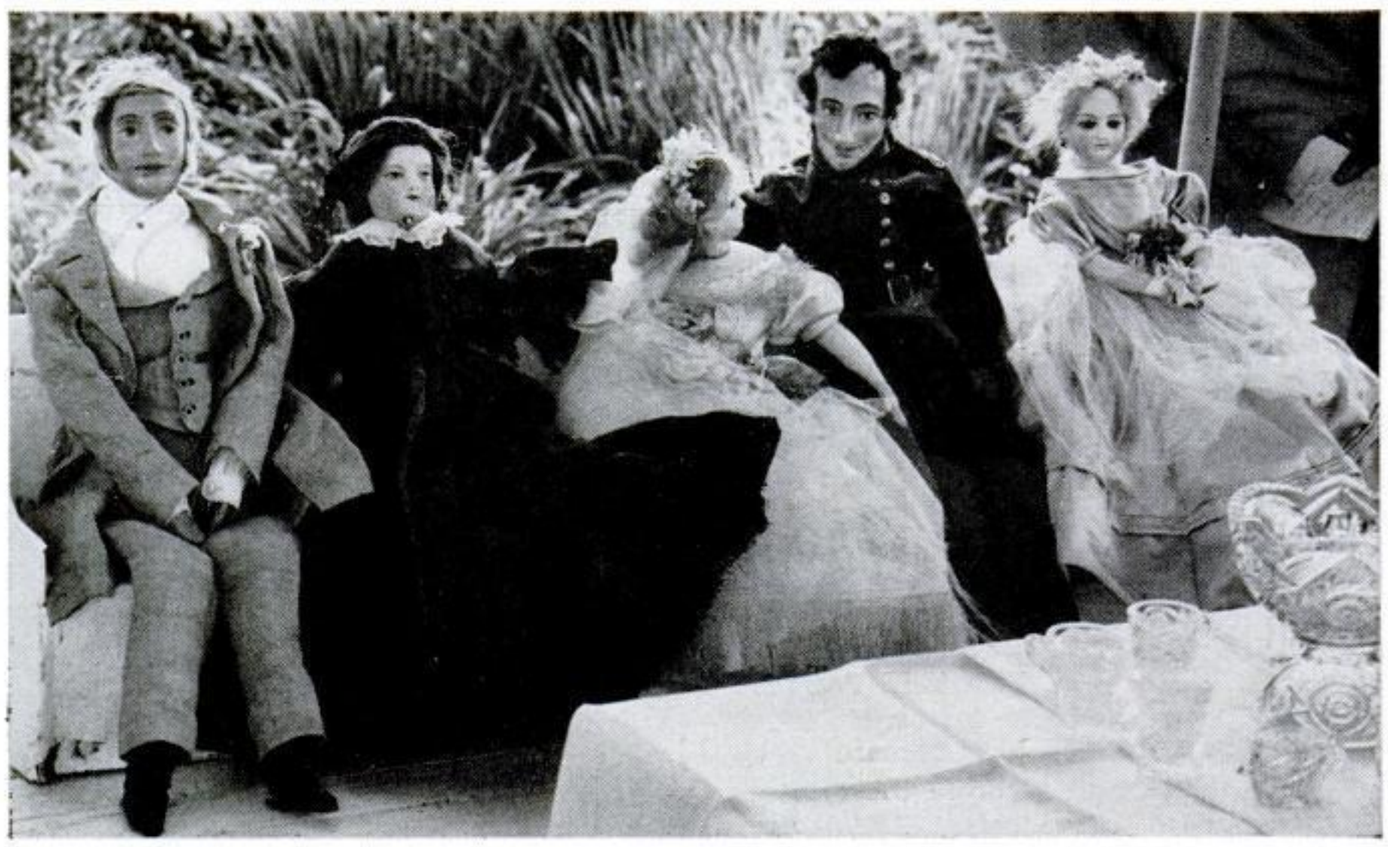
SOME GUIDANCE FOR THE PASTOR

Coaching Richard Webb, 10, who played the role of minister, Mrs. McCready shows him notebook with wedding service he will read. Richard carried a stuffed toy crow who served as the doll minister.



CONTINUED

ghted material



RECEPTION ON THE LAWN

Seated at doll reception are (*from left*) the bride's parents; the bride, Melissa Shakespeare, and the bridegroom, Lieut. Thaddeus Crane; and the maid of honor.



A RITUAL BY THE BRIDE

Holding Melissa, the bride, in her hand (*below*), Barbara Howe performs the traditional cake-cutting ceremony. The children put a piece of cake before each doll.

DEPARTURE IN A BASKET

Dressed in traveling clothes, the newly wed dolls sit in the basket in which they were driven off to their honeymoon—a week's stay at friends of the McCreadys.



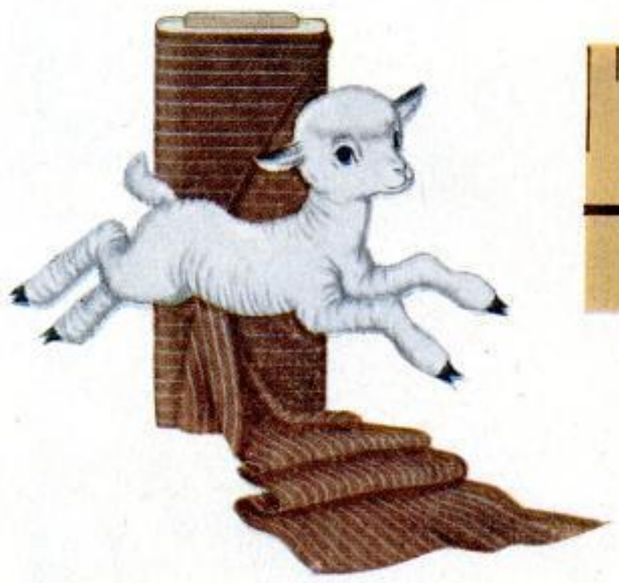
Copyrighted material

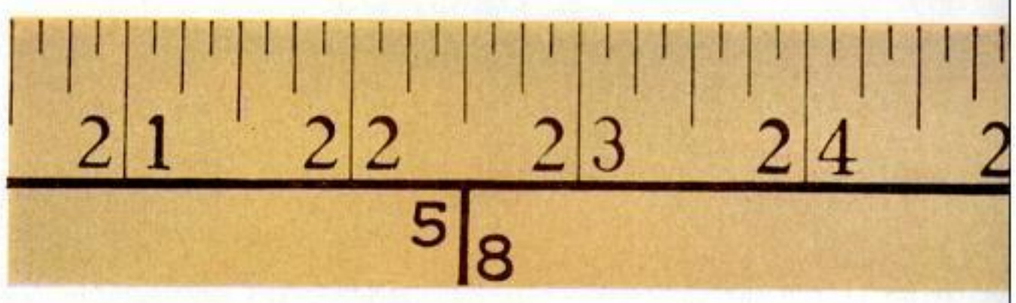

It stands alone
There is one whiskey that stands alone in the hearts and minds of millions. Each passing year serves to increase its reputation as the finest of all bourbons.
Old Grand-Dad
OLD GRAND-DAD
KENTUCKY STRAIGHT BOURBON WHISKEY
DISTILLED AND BOTTLED BY THE OLD GRAND DAD DISTILLERY COMPANY
FRANKFORT, KENTUCKY
HEAD OF THE BOURBON FAMILY
KENTUCKY STRAIGHT BOURBON WHISKEY - 100 PROOF - BOTTLED IN BOND - THE OLD GRAND-DAD DISTILLERY CO., FRANKFORT, KY. - DIV. OF NATIONAL DISTILLERS PRODUCTS CORP.

There's a new yardstick



These new suits in pure wool flannel and worsted are trimmer in cut, lighter in weight. Because they are all-wool, they will hold their lean lines for keeps . . . give you more years of good-looking wear. Prices range from $55 to $135 . . . proof that the richness and comfort of wool are yours in any money bracket. For nearest store, write WOOL, Dept. K-9A, 420 Lexington Avenue, New York 17, N. Y., or phone PLaza 7-5092.





nothing

Copyrighted material

for today's natural look



No more bulky styling—new trend for slimness puts the spotlight on wool

Natural shoulders do away with the stiff, T-square line . . . call for the more deft shaping you get with all-wool. Created by nature, wool is one of the most pliable of all fibers . . . gives you the moulded tailoring and fine fit that no other fabric can equal.



Slim-line jacket seems to take weight off your belt line. Yet you still enjoy freedom unlimited when your suit is pure wool. Acting much like the human muscle, wool flexes, stretches, bends with every move of your body. That's why, in wool, you'll never have that hemmed-in feeling!

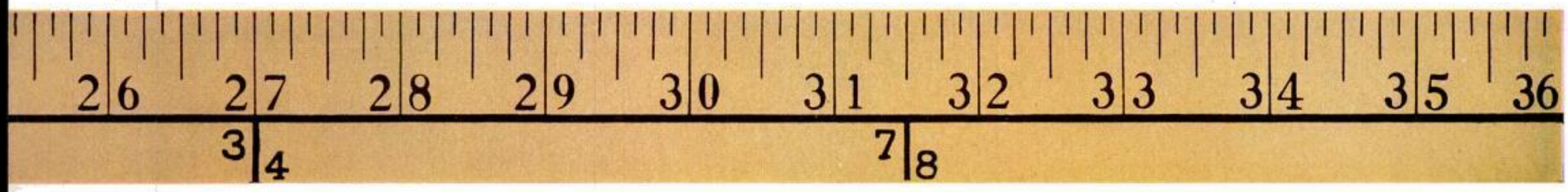


Lightweight richness. Only in wool do light weaves have such texture interest, such a deep, luxurious look. And because wool is so marvelously insulating, it gives you warmth with a minimum of bulk . . . protects you against those fickle changes of weather.



Narrower trousers call for a fabric that won't bag. And that means wool. Every inch of the wool fiber has inner energy that enables it to spring back into shape. Wool's vital bounce-back saves pressing and care . . . assures your clothes of a longer, handsomer life.





measures up to Wool

Copyrighted material

THIS MAGNI-LENS PHOTO shows how New High Puff Corn Kix looks when you're about to pop a spoonful right into your mouth. See how every particle of sun-ripened corn has been puffed wide open and treated with a gentle toasting heat to make it crisp and tender and full flavored. Look good? Wait'll you taste it!

If you were any closer to new HIGH PUFF CORN KIX you'd be eating some! And you'd love that Tasty-Golden corn flavor!



Betty Crocker of General Mills says—
"Corn is famous for its abundant food energy, and High Puff Corn Kix actually is 83% energy food."



Copyrighted material

GREAT REVIVAL

In song and in story, the U S. lives its Civil War once again

Across the breadth of America the ghostly armies were marching. As *The Yellow Rose of Texas* became the country's most popular tune, the nation saw in its mind's eye the tattered, determined men of the North and South as they filed singing along the dusty roads to destiny. Bookshelves bristled with new accounts of their achievements and in them readers found the leaders coming alive: Lincoln, weighed with a burden almost more than conscience could carry; Lee, quiet and touched with genius; Grant, nerveless and inexorable. As the days stayed warm, tourists flocked to the old battlefields, whose hills and meadows seemed still to echo with cannonading and rebel yells. Not since Appomattox had the U.S. shown such interest in the Civil War.

Part of the interest lay in the war itself, which originated many tactics of modern warfare and whose battles became military classics. Partly it was the lapse of time, bringing it into sharp perspective. Most of all it was the wealth of new writing that carried men back to the fields where courage abounded and devotion was given in good and full measure.



HONORING SONG, Texas Rose Queen Mae Shirley appears with Columbia Records' Mitch Miller, made honorary Texan for popularizing *Yellow Rose of Texas.*

A BATTLE RESTAGED, A SIEGE REVIEWED

Civil War interest has always been alive in the U.S. It has produced more literature than any war in history—6,000 biographies of Lincoln alone. Yet the material seems inexhaustible. This year alone over 100 volumes will appear, including the Book-of-the-Month Club selection *Andersonville* by MacKinlay Kantor (*pp. 166, 167*) and Bruce Catton's *This Hallowed Ground* (*pp. 168–188*). With such authors turning the war into a popular subject, bookstores like the Abraham Lincoln Bookshop in Chicago (*far right*) have been swamped with orders. The Civil War Round Table, a discussion group founded there in 1940, now has spread to 14 other cities and has encouraged the founding of a Civil War Book Club.

But the revival does not end with literature. In archives and libraries across the land, descendants of the contestants are seeking out details of the roles their forebears played in the war. While some enthusiasts reenact the battles (*right*), others are pouring across the battlefields and through the war museums in record numbers (*below*) to see for themselves the places whose names—Manassas, Chancellorsville, Gettysburg —will forever be preserved in the history of the great war between states.



AT SIEGE OF ATLANTA, shown in huge cyclorama in Atlanta, visitors view 400-foot painting depicting Sherman's attack. Attendance is setting new record.



RE-ENACTING THE BATTLE OF LEXINGTON, MO., CADETS OF THE WENTWORTH

CONFEDERATE VICTOR RECEIVES SWORD FROM FEDERAL COLONEL. PRIEST



It's Sheer Luxury
Tailored To Fit Your Face

Superb Quality
MOLLÉ*

Tailored
FOR BETTER
BRUSHLESS SHAVES

MOLLE BRUSHLESS is a heavier, richer, lanolin-loaded cream. For tough beards you use it full strength. If it's too rich for your beard...tailor it . . . simply leave your face wetter when you apply MOLLE. Known everywhere as the world's smoothest, most comfortable shave.





Tailored
FOR DELUXE
LATHER SHAVES

MOLLE LATHER is the richer Instant Brushless lather...because it's loaded with glycerin it stays moist, lets your razor glide smoothly. For tough beards use it full strength. If it's too rich for your beard . . . tailor it . . . simply leave your face wetter when you apply MOLLE. Gives you the fastest, most comfortable lather shave—a shave that lasts all day!

King Size - Only $1.00

EITHER WAY
The world's Best shave

*Pronounced Mō-Lay



SLAVE SALE IN BROOKLYN was a dramatic protest conducted by Abolitionist Henry Ward Beecher. Slave girl Sarah was then freed by her purchasers.

THIS HALLOWED GROUND CONTINUED

eminent clergyman, the Reverend Henry Ward Beecher, who had told the world that a Sharps rifle was a greater moral agency than a Bible as far as Kansas was concerned. Yet these men need not have bothered. Rowdyism was coming out anyway, having been invited by men of the South as well as by men of the North, and the spirit of rowdyism was talking in the spirit of Sumner's and Beecher's exhortations without the fancy trimmings. It was saying now, south of the slavery line, that "we will continue to tar and feather, drown, lynch and hang every white-livered abolitionist who dares to pollute our soil." And in Kansas it had legislated that anyone who denied the legality of slave ownership in the territory should get two years in prison.

In Kansas there was a town called Lawrence. It had existed for two years. It was solid and substantial, with buildings of brick and stone, including a hotel that was massive enough to serve as a fort. (In point of fact the hotel had been built with that end in mind.) The town was a piece of New England set down in the prairie, but it was a New England all distorted, as if someone were seeing bizarre dream-shapes that were slipping into nightmare. In place of white steeples and colonial doorways it had grim buildings and men who carried "Beecher's Bibles"—Sharps rifles, named with a cynicism matching that of the reverend clergyman himself—and it was expressive of the stern New England purpose that had planted it there. It was named for a Massachusetts mill-owner who had given money to fight slavery and it was the stronghold and rallying point of all Kansas settlers who believed that the extension of slavery must be stopped at the Missouri line.

As such, it became a focal point for hatred. The tension had been building up for months. There had been arrests and shootings and all manner of bloodthirsty threats and shouts of defiance, for nothing could be more hateful just then, to a certain attitude of mind, than the simple belief that one man ought not to own another man. A territorial grand jury with proslavery leanings had asked that the town's leading citizens be jailed for treason, and it had added a rider to the effect that both of the town's newspapers ought to be suppressed as public nuisances and that its fortress-hotel should be torn down.

Now on May 21—one day after Senator Sumner had finished his excellent speech—there was a posse on hand to see that the grand jury's thoughts were properly embodied in action. This posse numbered perhaps a thousand men. A great many of them came from Missouri, for Lawrence was not far from the state line, and they rejoiced in the collective title of Border Ruffians. They owed allegiance to a United States marshal, who had certain arrests to make in Lawrence, and they were heavily armed. Unlike most posses they dragged along with them five cannons.

For once the people of Lawrence were on their good behavior. They offered no resistance when the marshal came in, and the arrests he wanted to make were made. The marshal thereupon dismissed his posse, which was immediately called back into service by a Kansas sheriff, a cover-to-cover believer in slavery who announced himself as a law-and-order man and who said that he had a job of his own to do in Lawrence. The transformed posse was addressed briefly by former Senator David R. Atchison of Missouri, the great spokesman for slavery in the West, who cried; "Be brave,

CONTINUED

Copyrighted material

WAS TAKING SHAPE'

Ground' how war began—border massacres, rowdyism and a final sense of relief

by BRUCE CATTON

saw it, mean that Kansas must eventually become a slave state. In addition, it would give a great deal of aid and comfort to slavery's advocates, wherever they were. It was not to be thought of calmly; it was not merely wrong, it was an actual crime. Furthermore, it was no common crime; it was (he solemnly assured the Senate) a fearful thing, "the crime against nature, from which the soul recoils, and which language refuses to describe." Yet if language could not describe it the Senator could, and he would do so.

He was 45, and a bachelor, a man of breeding and education, given to much study of the classics; and he stood now in the Senate chamber, looking imperiously about him as one who has glimpsed the tables of the law on the mountain top, and he dwelt extensively on "the rape of virgin territory, compelling it to the hateful embrace of slavery." The South, he said, was guilty of a "depraved longing for a new slave state, the hideous offspring of such a crime." Force had been used, he declared, "in compelling Kansas to this pollution."

'The harlot slavery'

THE desk in front of Senator Sumner was empty. It belonged to Senator Andrew Butler of South Carolina, and when Sumner first became a Senator, white-haired Butler had been pleasant and cordial —so much so that Sumner wrote to a friend that he had learned, from the old gentleman's kindness, "to shun harsh and personal criticism of those from whom I differ." But that had been years ago, when men from Massachusetts and South Carolina could still exchange courtesies in the Senate chamber; and in any case Sumner was always ready to denounce even a close friend, and in the most unmeasured terms if he suspected that the friend had fallen into error. Butler was a spokesman for slavery, he had had his part in the crime against nature, and the fascinating exercise of discussing political opposition in terms of sexual depravity could be carried on—by this bookish man, still unmarried at 45—with Butler as the target. Sumner addressed himself to the absent Butler.

The South Carolina senator considered himself a chivalrous knight, but Sumner had seen the truth: "He has chosen a mistress to whom he has made his vows, and who, though ugly to others, is always lovely to him; though polluted in the sight of the world, is chaste in his sight—I mean the harlot slavery. For her his tongue is always profuse with words. Let her be impeached in character, or any proposition made to shut her out from the extention of her wantonness, and no extravagance of manner or hardihood of assertion is then too great for this senator."

There was quite a bit more of this, ranging all the way from Senator Butler to the ancient Egyptians, "who worshiped divinities in brutish forms."

The senator managed to reach his conclusion the following day. There was not, he said, "any possible deviation from the truth" of which Butler was innocent, although fortunately these deviations were made in the heat of such passion "as to save him from the suspicion of intentional aberration." A philippic, as he had promised. No single vote had been changed by it; the Senate would decide, at last, precisely as it would have done if he had kept quiet. But he had not been trying to persuade. No one was, these days. Sumner had been trying to inflame, to arouse, to confirm the hatreds and angers that already existed. In the North there were men who from his words would draw a new enmity toward the South; in the South there were men who would see in this speaker and what he had said a final embodiment of the compelling reasons why it was good to think seriously about secession.

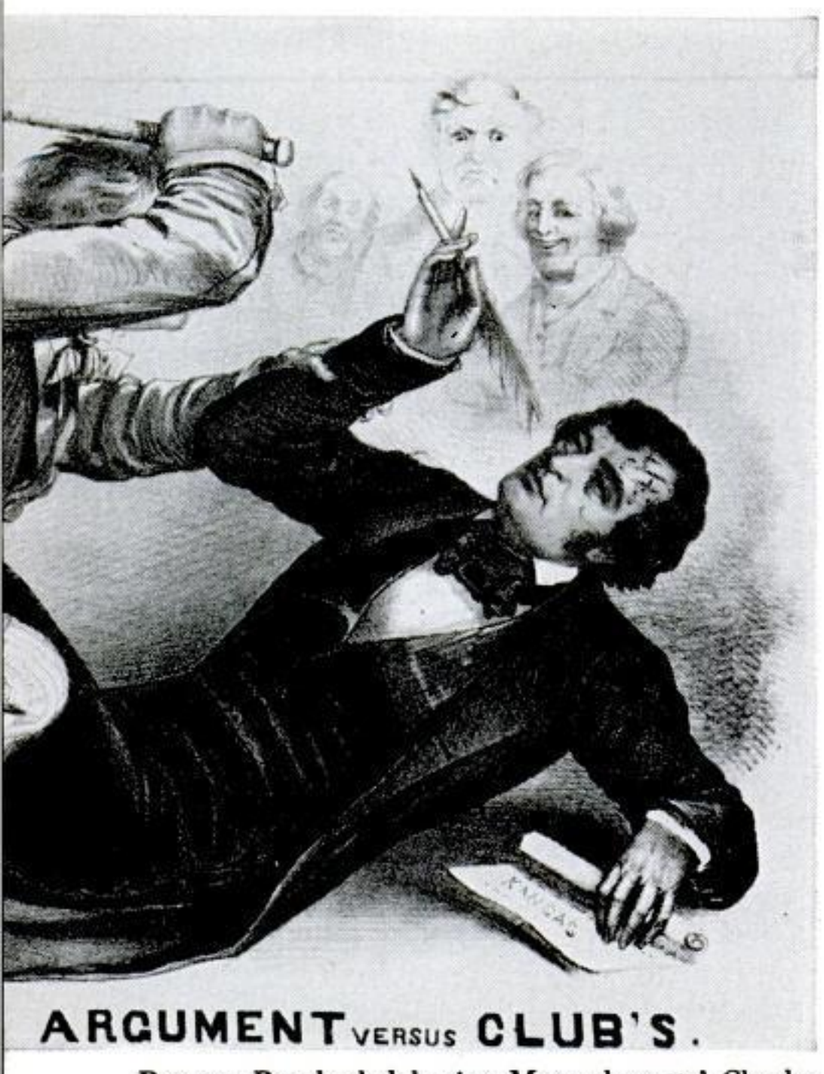
At the very end, Sumner had a gloomy moment of insight.

The fight over Kansas, he said, spreading from the western plain to the Senate chamber, would spread still farther; would go to a nationwide stage "where every citizen will be not only spectator but actor."

THERE is a rowdy strain in American life, living close to the surface but running very deep. Like an ape behind a mask, it can display itself suddenly with terrifying effect. It is slack-jawed, with leering eyes and loose wet lips, with heavy feet and ponderous cunning hands; now and then, when something tickles it, it guffaws, and when it is made angry it snarls; and it can be aroused much more easily than it can be quieted. Mike Fink and *Yankee Doodle* helped to father it, and Judge Lynch is one of its creations; and when it comes lumbering forth it can make the whole country step in time to its own frantic irregular pulse beat.

Senator Sumner had invited it out, with his fine talk. So had the

CONTINUED



Preston Brooks belaboring Massachusetts' Charles Sumner while smiling southern senators look on.



RECRUITING IN THE NORTH took on a carnival spirit because few knew what war was really like. Recruiting lithograph shows happy Yankees marching triumphantly and bloodlessly through Dixie.

Copyrighted material



CHRONICLER OF THE WAR

Of all the recent books on the subject, none has breathed so much life into the Civil War—nor perhaps interested so many readers—as a trilogy by Bruce Catton: *Mr. Lincoln's Army*, *Glory Road* and *A Stillness at Appomattox*, the last of which won a Pulitzer prize in 1954. A former journalist who is now editor of *American Heritage* magazine, Mr. Catton extends his love of the subject even to carving wooden soldiers (*above*). The following account is taken from his forthcoming book on the Union army, *This Hallowed Ground*, which will be published in Doubleday's Mainstream of America series next February.

COPYRIGHT, 1955, BY BRUCE CATTON

'A DOOM

A prizewinner tells in 'This Hallowed

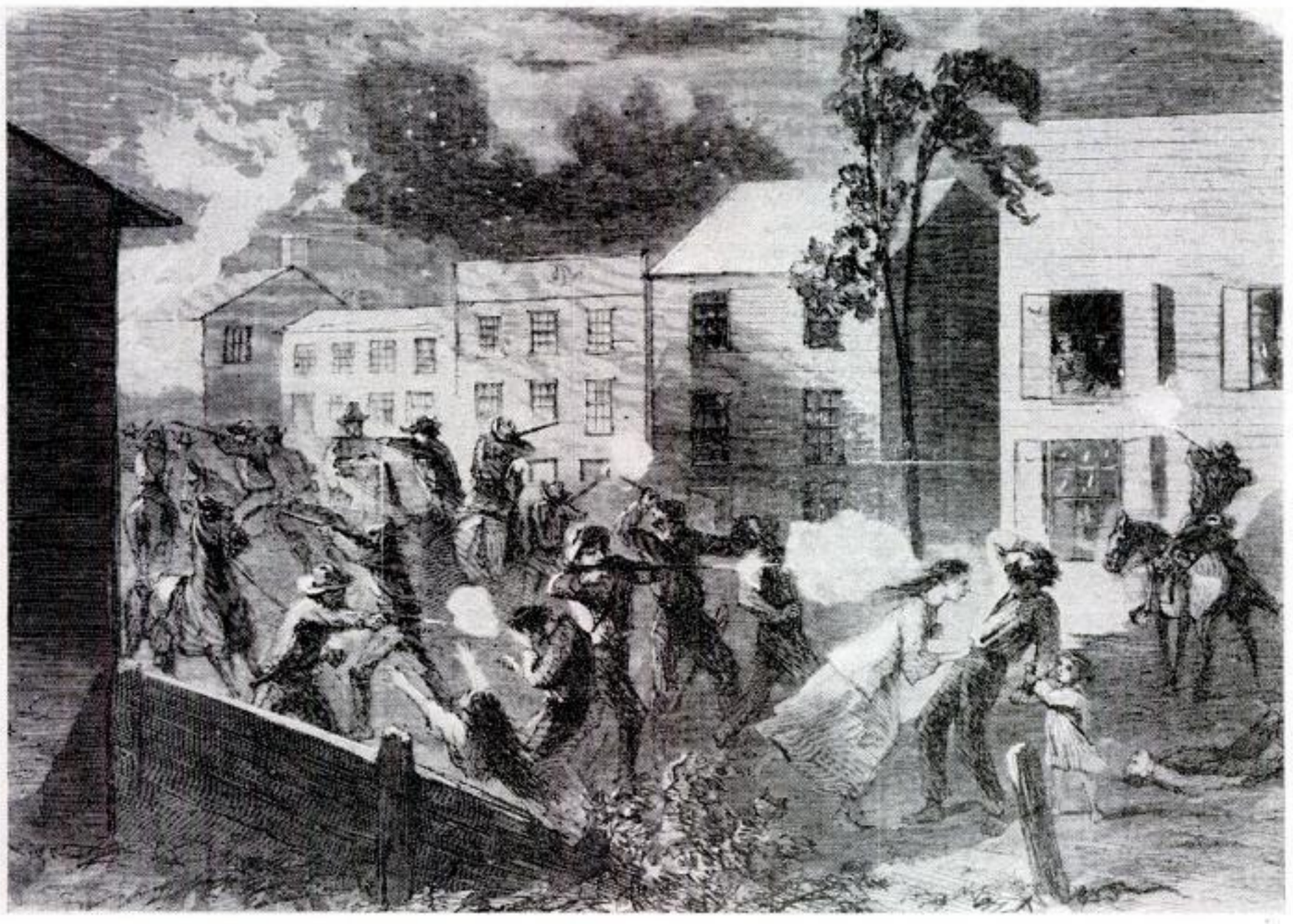
THE senator was tall and handsome, with wavy hair to frame a proud ravaged face, and if hearty feeding had given him the beginning of a notable paunch he was erect enough to carry it well. He had the the easy grace of a practiced orator—his speeches, according to spiteful enemies, were carefully rehearsed night after night before a mirror in his chambers, while an awed colored boy stood by with a lighted candle—and there was a great humorless arrogance about him, for he had never been blessed with a moment of self-doubt. He liked to say that he was in morals, not in politics. From this the logical deduction was that people who opposed him, numerous though they undoubtedly were, must be willfully wrong.

Such a deduction Senator Charles Sumner was quite capable of drawing for himself. He would draw it today in the Senate chamber. In his speech, he had told a friend, he would "pronounce the most thorough philippic ever uttered in a legislative chamber."

It was an ominous promise. The date was May 19, 1856, and although there was still a little time left, it was running out fast and angry words might make it run faster. Yet angry words were about the only kind anyone cared to use these days. Men seemed tired of the reasoning process. Instead of trying to convert one's opponents it was simpler just to denounce them, no matter what unmeasured denunciation might lead to.

The point at issue was, at bottom, simple enough: how to legislate so that Kansas might some day become a state. But Kansas was a symbol rather than a territory. Men saw what they feared and hated, concentrated on its wide empty plains, and as they stared they were losing the ability to see virtue in compromise and conciliation. The man on the other side, whatever one's vantage point, was beginning to look ominously alien. He could not easily be dealt with and perhaps it was best simply to lash out at him. In the murky atmosphere thus created the lightest act could be fateful. All of the things that were slipping beyond hope of easy solution—sectional enmities, economic antagonisms, varying interpretations of the American dream, the tragic unendurable race problem itself—all of these, somehow, might hinge on what was done about Kansas, so that the wrong phrase in an enacting clause could mean earth's best hope lost forever.

In Senator Sumner's view the wrong phrase was on the verge of adoption. The bill which the Senate was about to pass would, as he



VIOLENCE ON THE BORDER flared frequently between the proslavery and antislavery factions. Contemporary print shows fight in Lawrence, Kan., which was raided by southern "border ruffians."



ASSAULT IN THE SENATE provided abolitionists with propaganda (*above*) showing Southerner

Copyrighted material

THE HANGING OF HENRY WIRZ

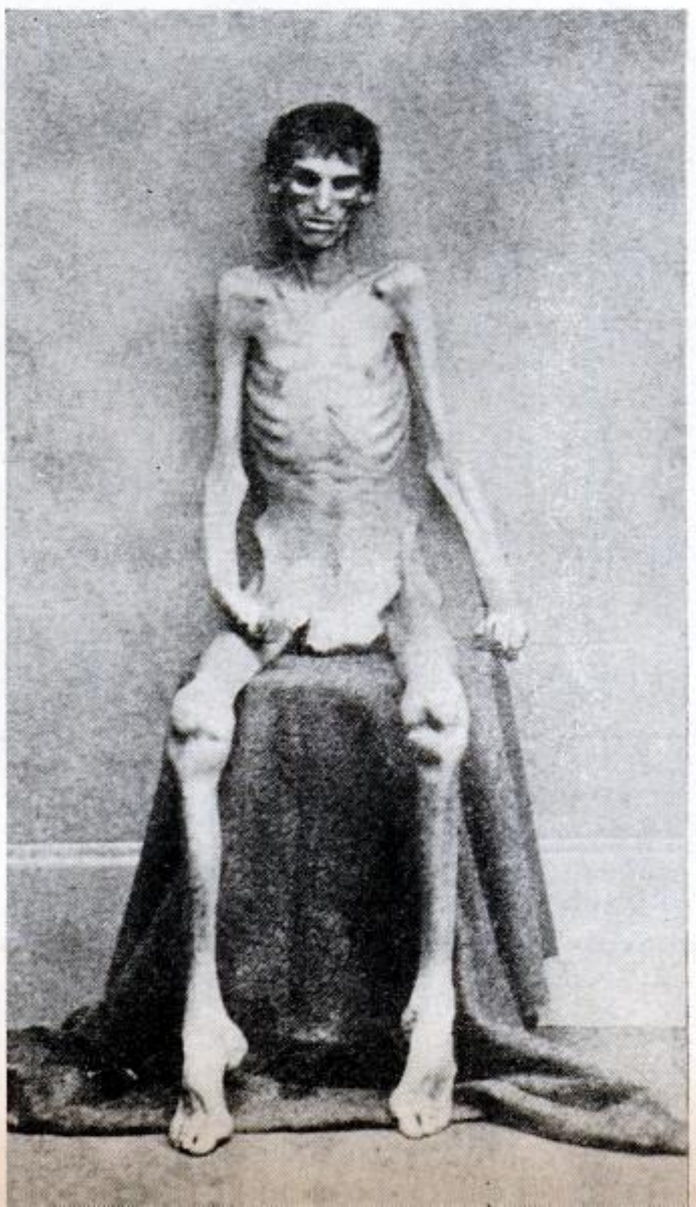
[In 1865, for the crimes of Andersonville, the Union hanged Wirz. Above he stands on the scaffold, his head showing to left of bearded officer. The book quotes Wirz defending his actions:] "Honestly, I am a kind man. They should not wish to kill me. I was but doing my duty. I was a kind man to many prisoners."

THE STARVED SURVIVORS

Their rags were worse now: many Yankees were nearly naked, their grimy skeletal limbs were sticks. They were enemies reduced beyond the point of enmity because suffering made men brothers, and made brutes into men to be pitied. Starvation they'd shared with the rest. It divested them of monstrosity.

CONTINUED

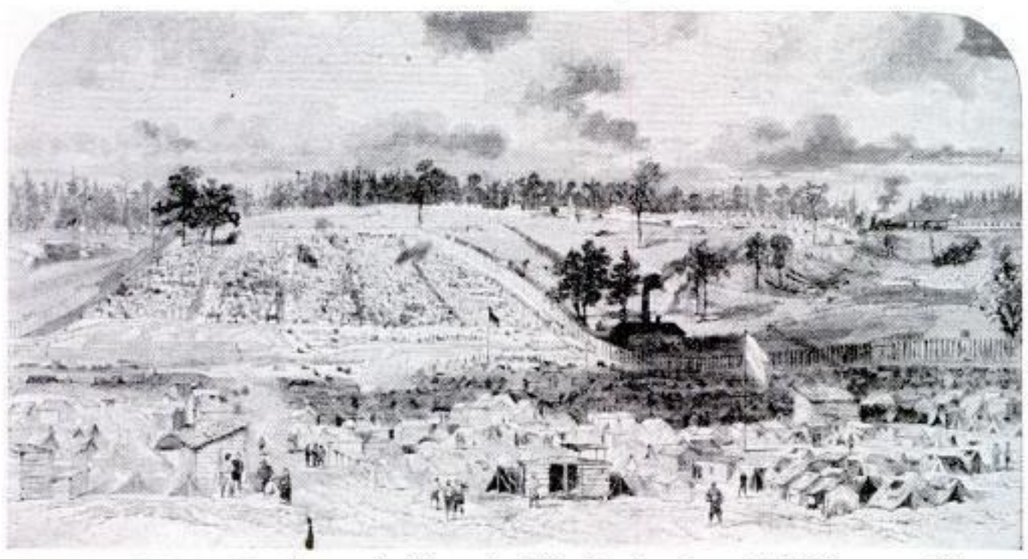




Copyrighted material

NEW LOOK AT PRISON INFAMIES

The students of the war who prowl through the archives come up continually with discoveries and fresh interpretations. This fall a biography and a novel throw new light on one of the most infamous aspects of the war—the notorious Confederate prison at Andersonville, Ga. where captured Yankees starved and suffered and 14,000 of them died. In Mathew B. Brady, Historian with a Camera (*Crown*), *James D. Horan prints some rare pictures taken at Andersonville by Brady's former assistant, Alexander Gardner. And in his novel,* Andersonville (*World Books*), *which will be read by thousands of Americans, McKinlay Kantor sets down the horrors of prison life. Excerpts from the novel are printed here as captions with the Andersonville pictures.*



ANDERSONVILLE, shown in *Harper's Weekly* drawing of 1864, was a 15-acre stockade jammed with prisoners' hovels. In foreground is Wirz's headquarters.

CAPTAIN WIRZ'S FIRST VISIT TO PRISON HE COMMANDS



HENRY WIRZ

Andersonville *describes an inspection of the prison by the Swiss-born commander.*

Henry Wirz would show this ragged hireling horde of Yankees that he was not afraid of them; he would go inside on foot and look them fiercely in their eyes.

Wirz stepped over the sill, wrinkling his sharp nose as an odor swept to possess him. It smelled like an alley in one of those Parisian slums where he had walked gingerly, not pitying the poor but scorning them for their filth.

Ragged slouching ranks were of a sameness; there was such . . . infinite variety in people's shapes and sizes that they seemed starved down into common face and form.

Wirz traveled almost blindly . . . cold moisture on his stringy neck. A string of monsters great and small began to attach to him. They followed calculatingly, trying to evaluate this slight, grizzled man.

Wirz stood his ground by desperate assertion. You hear to me, Yankees, you dumb damn prisoners! I am Captain Wirz. Now this stockade I command! You watch, you know what is good for you.

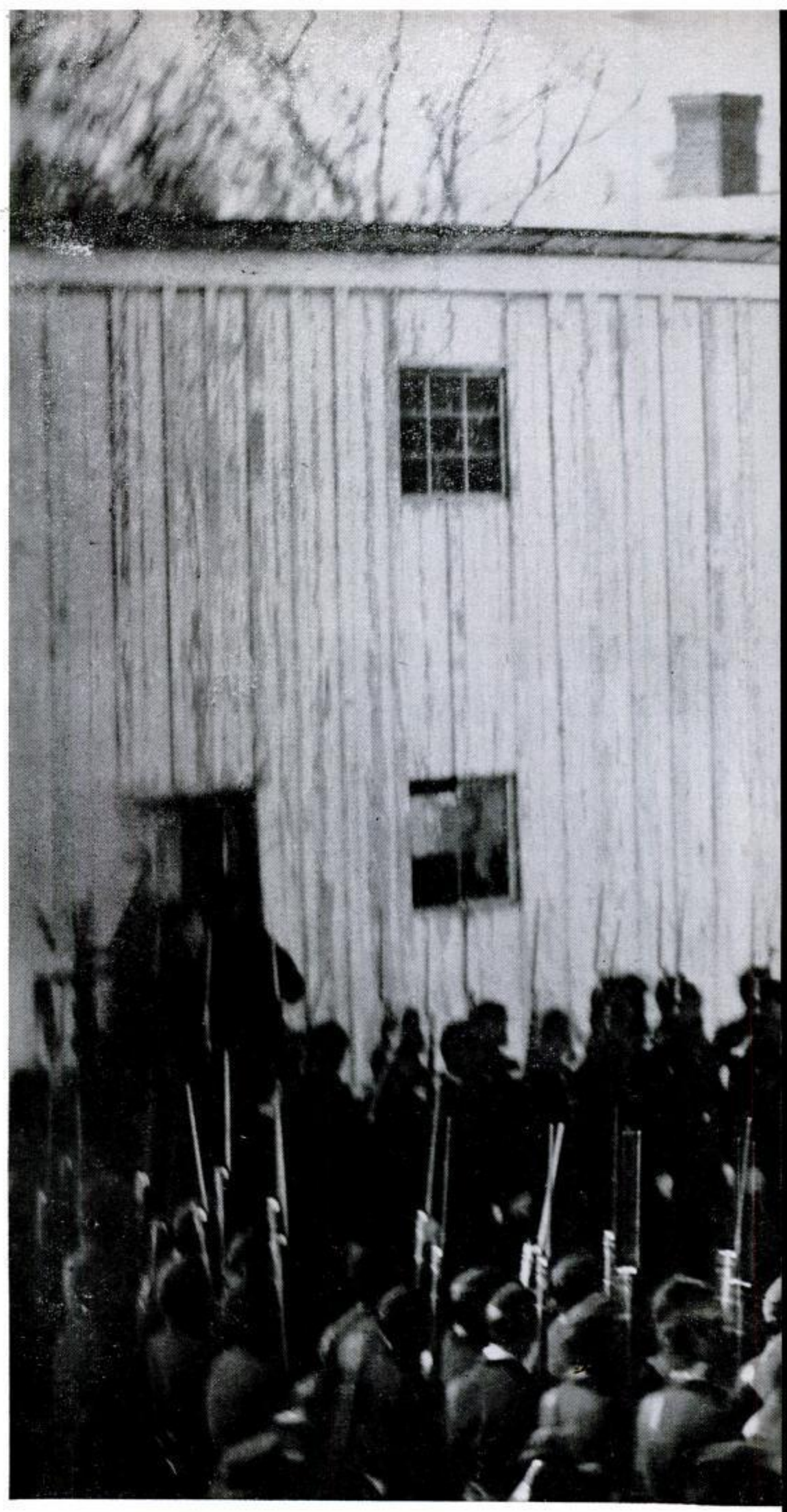
They seemed to have their faces corked like actors, they were hooligans from some weird treacherous minstrel troupe. Older ones or the more sickly ones clung closer to Wirz. Some had actually the effrontery to touch the sleeve of his waist, and he drew back offended.

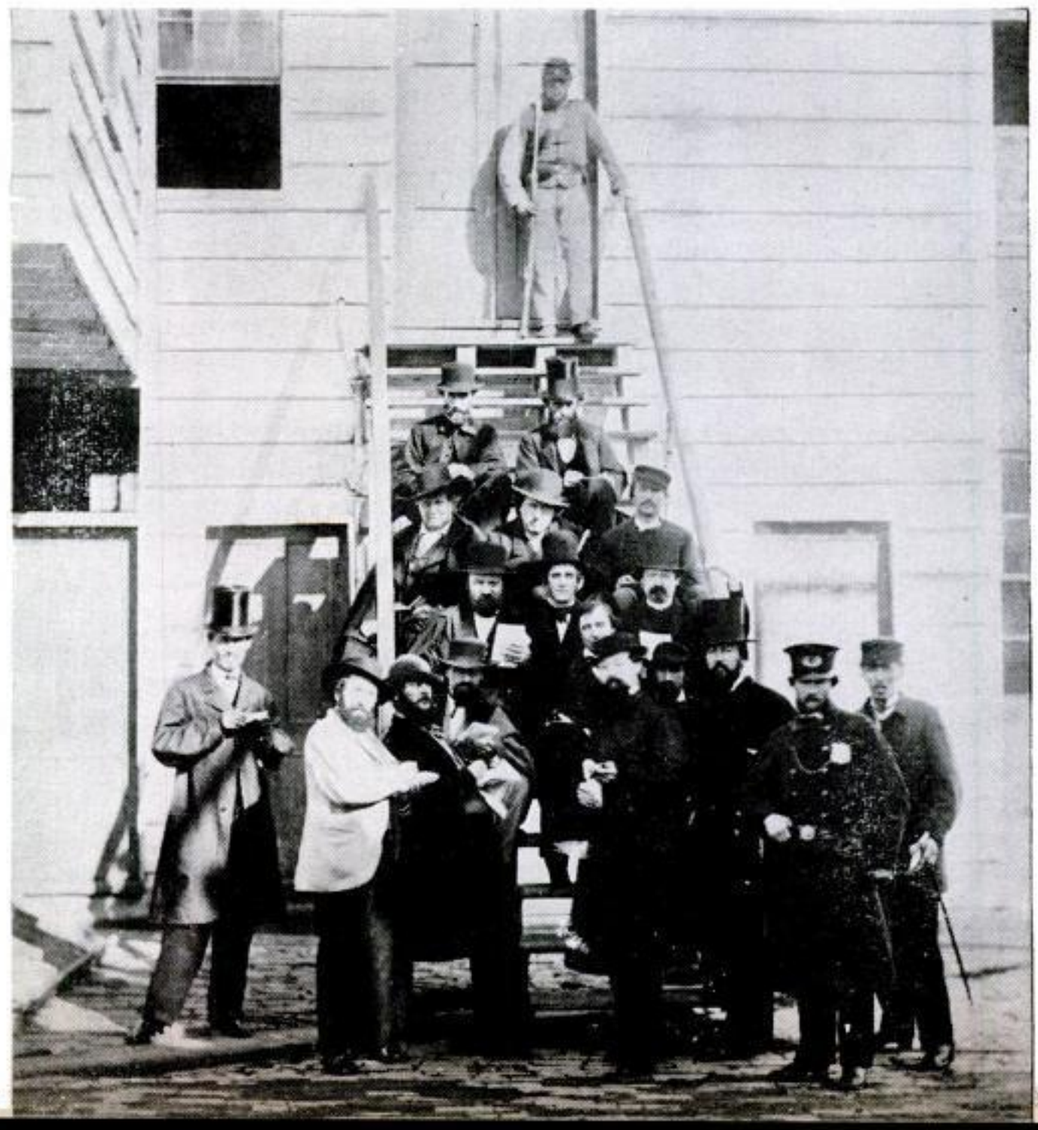
Captain. Please, Cap'n Wirz. . . .

We're bound to get exchanged soon, aren't we, Captain?

Ja, said Wirz, Ja, you all get exchanged pretty quick I guess.

He thought that he was being kind no matter how cruel. . . . These prisoners who clustered close were behaving like good children for the most part, and good children should be given peppermint sticks, horehound, barley sugar. Bad children should be punished. That also he would do.





COVERING HANGING, reporters assembled at penitentiary in Washington. When prisoner appeared soldiers chanted: "Wirz . . . remember Andersonville."

FAVORITE TOUR OF BATTLEGROUNDS

Still another factor nourishing the current interest in the Civil War is the preservation and the accessibility, in many state and national parks, of its great battlefields. By following the 850-mile route through Virginia to Pennsylvania, shown on the opposite page and described below, a tourist can in less than a week visit most of the major battlegrounds, which are at their best in fall and spring. In them stand many of the original trenches and cannons. Maps lead the visitor through maneuver after maneuver, and statues commemorating heroes dot the landscape.



CONFEDERATE SOLDIERS, two of a group of seven figures clustered at the base of a statue of Lee at Gettysburg, stand embattled on Seminary Ridge.



THE UNION CAVALRY, which became a decisive force toward the war's end, forms part of the motif around the statue to General Grant in Washington, D.C.

PICKETT'S MEN, on Seminary Ridge near Gettysburg, are depicted taking shelter among trees as they await orders to charge across the valley beyond.

FROM BULL RUN TO APPOMATTOX

The motorist can begin his battlefield tour (*map opposite*) with the first major battle of the war at Bull Run, 22 miles west of Washington. Nearby is Manassas where Jeb Stuart rode off with General Pope's coat and where Stonewall Jackson circled Pope's army to plunder his supplies and burn his railroad. At Fredericksburg the entrenched Confederates slaughtered Federal troops assaulting Marye's Heights, and at Chancellorsville, Jackson was mortally wounded. Nearby are scenes played out as the Confederate cause waned and Lee, retreating toward Richmond, fought off Grant in the Wilderness and at the Bloody Angle near Spotsylvania.

Near Richmond the Seven Days Battle of 1862 reached a peak of fury at Gaines' Mill, where Lee drove McClellan's army, equipped even with observation balloons, back down the James River. Here two bloody years later Jeb Stuart was dead and Lee was hard pressed by Grant, who mined Confederate lines yet lost 3,000 men in trying to cross the resulting crater. Lee evacuated a burning Richmond and, goaded by Sheridan's artillery, retreated toward the inevitable at Appomattox.

Stretching north from Lexington lies the Shenandoah Valley, ruled first by Stonewall Jackson whose men took Harpers Ferry and later in the war by Sheridan as he pillaged the rich breadbasket of the Confederacy. Northward still is Sharpsburg and its nearby Dunkard church, which witnessed the bloodiest day of the war. Eastward lies Frederick, where Lee's orders before the move to Sharpsburg were carelessly tossed away with an officer's cigars and recovered by the Union. At the top is Gettysburg, where Pickett led the Confederacy's finest charge, where, as their brave cries sounded along Cemetery Ridge, the gray tide broke.

CONTINUED



Copyrighted material

KEY

BATTLEFIELD TOUR

ALTERNATE ROUTE

1 U.S. HIGHWAYS

2 STATE AND COUNTY ROADS

★ MILITARY PARKS

Monitor & Merrimac
MARCH 9, 1862

CHAMBERSBURG

30

GETTYSBURG

PICKETT'S CHARGE

11

HAGERSTOWN

PA.

MD.

15

65

ANTIETAM

SHARPSBURG

67

FREDERICK

BALTIMORE

CHESAPEAKE BAY

DUNKARD CHURCH

HARPERS FERRY

THE LOST ORDERS

SHERIDAN'S RIDE

MD.

VA.

340

ALT. 340

WINCHESTER

SHENANDOAH RIVER

240

340
522

STRASBURG

FRONT ROYAL

55

BULL RUN

50

WASHINGTON

ALEXANDRIA

20
211

WARRENTON

JACKSON'S VALLEY CAMPAIGN

TEARING UP RAILROAD

SHERIDAN'S VALLEY RAID

LURAY

PLUNDER AT MANASSAS

POTOMAC RIVER

15
29

STUART WITH POPE'S COAT

CULPEPER

3

CHANCELLORSVILLE

THE WILDERNESS

11

SHENANDOAH VALLEY

SKYLINE DRIVE

HARRISONBURG

STONEWALL WOUNDED

SPOTSYLVANIA

1A

FREDERICKSBURG

ATTACK ON MARYE'S HEIGHTS

RAPPAHANNOCK RIVER

1

STAUNTON

VIRGINIA

NORTH ANNA RIVER

SOUTH ANNA RIVER

BLOODY ANGLE

GAINES' MILL

OBSERVATION BALLOON

RICHMOND

YORK RIVER

BLUE RIDGE PARKWAY

AREA OF SEVEN DAYS BATTLES

J.E.B. STUART SHOT

RICHMOND BURNED

JAMES RIVER

EXINGTON

60

LEE'S SURRENDER

LEE'S RETREAT

AMELIA

24

26

15

360

38

708

460

307

THE CRATER

APPOMATTOX

460

FARMVILLE

ARTILLERY AT FIVE FORKS

PETERSBURG

tom funk



ACADEMY RESTAGE THE ASSAULT IN WHICH CONFEDERATES IN 1861 DEFEATED OUTNUMBERED FEDERALS

BLESSES THE CADETS REPRESENTING UNION DEFENDERS, COLONEL JAMES MULLIGAN'S IRISH BRIGADE



WARRIORS' CAPS, Federal and Confederate, are worn by two members of the Chicago Round Table.

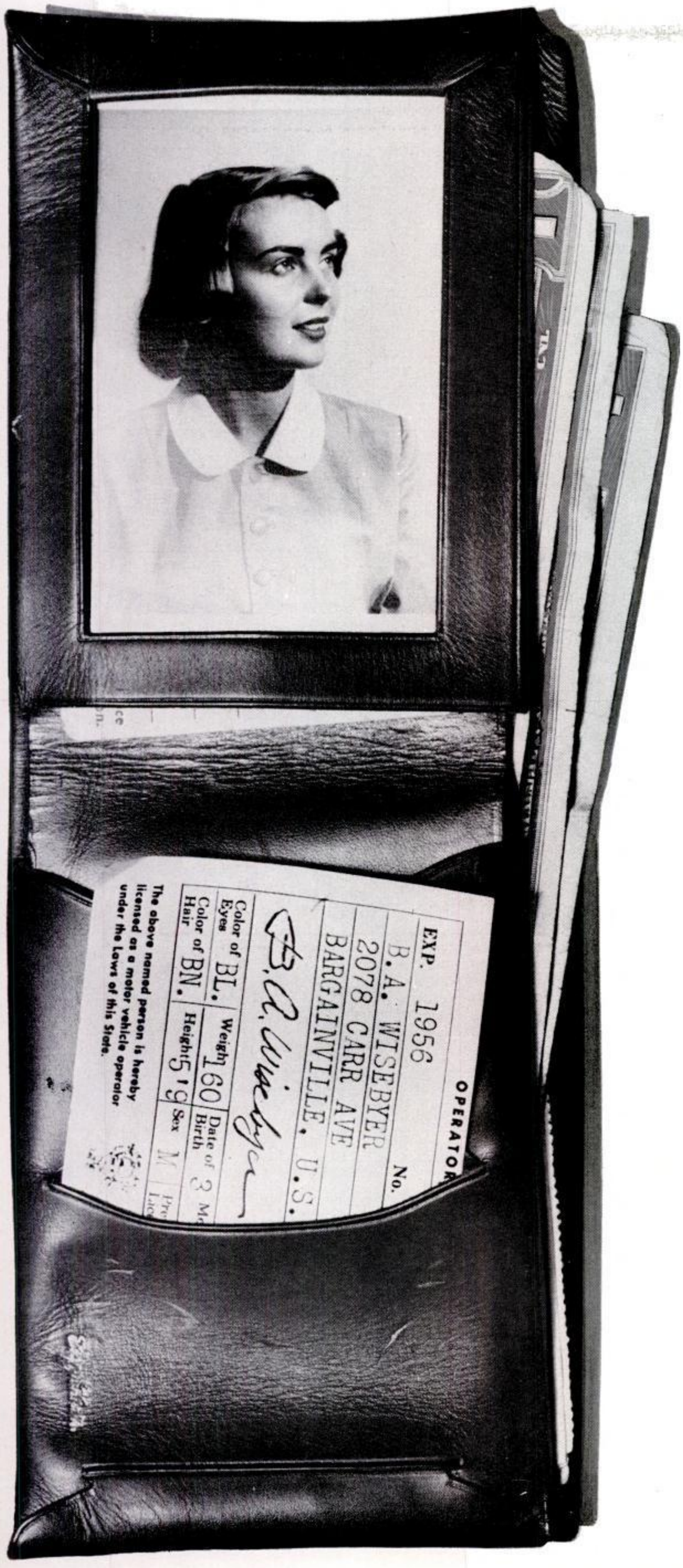


GRANT LETTER to General Ord announcing a victory is held by Lincoln Bookshop's Ralph Newman.

CEREMONIAL GLASSES, reserved for bookshop habitués, bear names of many wartime figures.

CONTINUED 163

Copyrighted material



Now you can buy her the world with a fence around it*

**and other accessories*

When a man finds a good used car—clean, with engine, brakes, tires and paint in top condition—he's ordinarily ready to buy *if the price is right.*

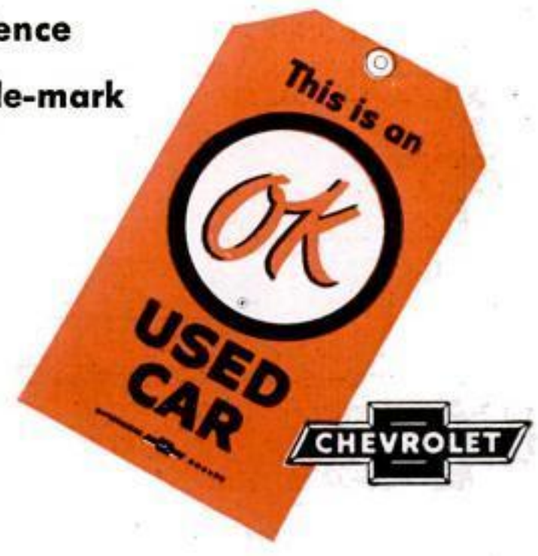
But for his wife (to whom a car is often a sort of home away from home) the search has only begun. She asks, "Is it a two-door or a four-door?" And she has practical motives for asking. Is the color *right* for her? She wants broadcloth upholstery—or maybe she has her heart set on mohair. How about automatic drive? She may want "the world with a fence around it."

Where and when is there a choice in used cars that will satisfy her needs? At your Chevrolet dealer's, *now.* His prices are down because his inventory of warranted OK Used Cars is up. You've a fat selection of many makes and models, with a variety of accessories, to pick from. His liberal trade-in allowances to new Chevrolet buyers have brought in a record number of cars. Now he's out to slim his stock by passing volume savings on to you.

These OK Used Cars are thoroughly inspected; they're reconditioned for performance, safety and value. And remember, you get a warranty, *in writing,* backed by your Chevrolet dealer!

Won't you stop in soon . . . and bring Her with you?

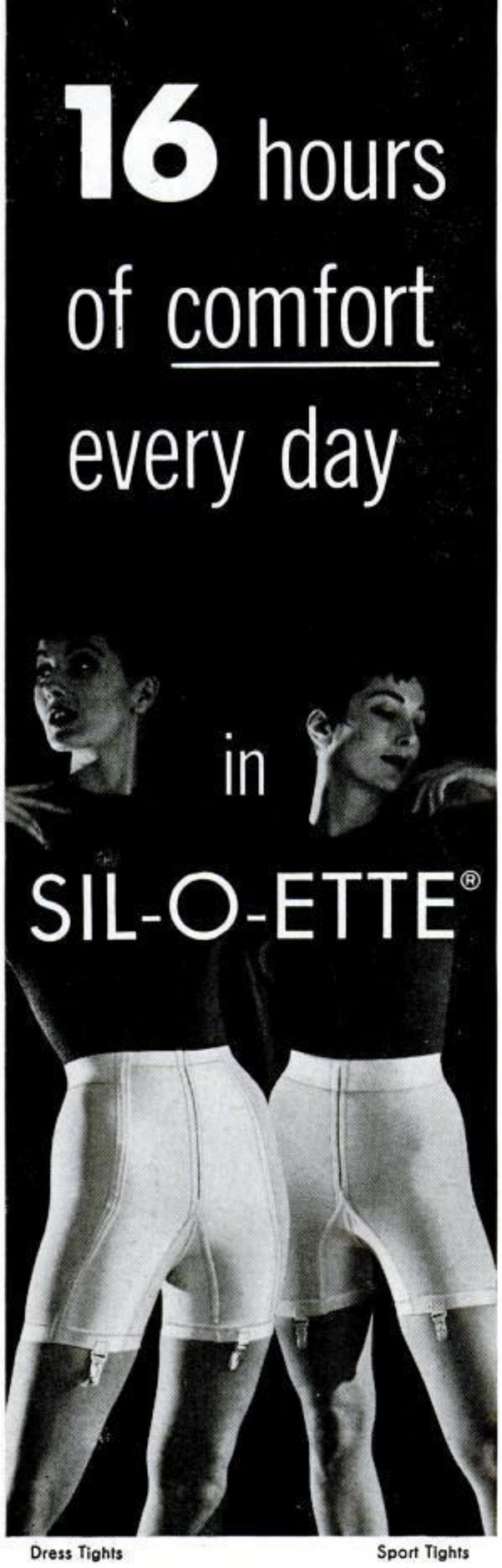
Buy with warranted confidence
where you see the OK trade-mark



SOLD ONLY BY CHEVROLET DEALERS

Copyrighted material

16 hours of comfort every day in SIL-O-ETTE®



Dress Tights Sport Tights

Here's why it feels so good— no matter how active you are:

Sil-O-Ette is the only panty girdle made in HIP sizes for accurate fit. * Patented contour crotch construction eliminates binding, cutting and chafing. * Exclusive lightweight elastic gives pressure-free control. * Longer leg prevents riding up. Write for names of nearby stores and helpful fitting chart. Sil-O-Ette Sales Corp., 366 Fifth Avenue, New York 1, N. Y.



SPORT TIGHTS, hip sizes (widest part) 34-42, **4.95** In extra sizes, for hips 44-50, **5.95**

DRESS TIGHTS with satin panel, hip sizes 34-42, **5.95** In extra sizes, for hips 44-50, **6.95**

SIL-O-ETTE®

STREAMLINES YOUR THIGH-LINE

be orderly, and if any man or woman stand in your way, blow them to hell with a chunk of cold lead." The sheriff then led the posse into town and the fun began.

Various rounds from the cannons were fired at the hotel. It had been well built and nothing in particular seemed to happen. So the sheriff's helpers swarmed all over the town, setting fire to the hotel, raiding the two offending newspaper offices and dumping press and type into the river, ransacking homes and getting drunk and in general having a high old time. If rowdyism could settle the matter it had been demonstrated beyond recall that Kansas was slave territory and would some day be a slave state, and that the writ which made it treason to doubt the legality of the proslavery government of the territory would run henceforth without interference.

So Lawrence was sacked, by men with a genius for putting the worst foot forward. There were in Lawrence—and would arrive in droves in the next few days—certain newspaper correspondents who wrote from deep abolitionist conviction and who had access to the front pages of some of the country's most influential newspapers. These men had something to write about now, and they would make the most of it. And so there stood on the record now one more indication that the disagreement between the sections might not finally be settled by the ordinary processes of reason, debate and compromise.

'A libel on South Carolina'

NEXT day was May 22, and Senator Sumner sat at his desk in the Senate chamber, the Senate having adjourned for the day. The senator was large, the fixed chair under his desk was high, and the base of the desk itself was screwed to the floor. The senator sat all hunched over, ankles hooked behind chair legs, intent on his correspondence. As always he was serious, concentrating on the job at hand. He once told a friend that he never left his apartment to go to the Senate without taking a last look around to make certain that everything he owned was just as he would wish it to be if the slave power should suddenly strike him down and he should never return to the place. Presumably he had taken such a look today.

The chamber where the Senate met was nearly empty. A few senators lounged about near the doorways, chatting, or worked at their desks. Sumner scribbled away; and then he realized that someone was standing beside him, trying to get his attention.

"I have read your speech twice over, carefully," this man was saying. "It is a libel on South Carolina and on Senator Butler, who is a relative of mine."

Then the man raised a heavy walking stick high in the air and brought it down as hard as he could on Senator Sumner's head.

The man with the cane was a South Carolina congressman, Preston Brooks, nephew to Senator Butler; a youthful six-footer of robust frame, sometime cavalryman in the Mexican war. He struck again and again with a full-arm swing, and a man who saw it said that he came down with the wood like a dragoon using his saber and striking to kill. Caught between the chair and the immovable desk, Sumner tried desperately to get up. He was heard to gasp; "O Lord!"—and then, with a great convulsive heave, he wrenched the desk loose from its fastenings and reeled to his feet. Brooks struck again; the cane broke and Brooks went on clubbing him with the splintered butt.

Now Sumner was on the floor, blood on his head and clothing, and men were running down the aisle to him. Brooks stopped beating him and strolled away, remarking, "I did not intend to kill him, but I did intend to whip him." Sumner was helped to his feet and made his way to the lobby, where he fell on a sofa, unconscious. A doctor came and dressed his wounds and someone helped him to a carriage and got him back to his rooms. Sumner disrobed, found his clothing saturated with blood and sent for his own doctor. He pronounced Sumner's condition most serious and ordered him to get into bed and stay there.

Concerning which there was much argument, then and later—the idea perhaps being that to pound a senator into speechlessness was no especial threat to the processes of democratic government unless the man's life was actually endangered. The doctor who had treated him in the lobby declared contemptuously that, as far as he could see, Sumner might have ridden by carriage all the way to Baltimore without ill effect if he wanted to—his wounds were not critical. But Sumner's own doctor disagreed violently, and so did all of Sumner's friends, and so for the matter of that did Sumner himself. For three years he did not return to the Senate chamber. He traveled to England and France for

CONTINUED



"HEY! what a hamburger!"

Hamburger's really got it with Lea & Perrins Worcestershire. America's most popular sauce . . . and your first taste tells you why. Keep a bottle handy on the table . . . and in the kitchen.



LEA & PERRINS SAUCE
THE ORIGINAL WORCESTERSHIRE

FREE! Recipe Book, DISHES MEN LIKE
• 168 easy recipes
• 84 'good go-togethers'
• 7 pages carving diagrams
Write LEA & PERRINS, Inc.
241 West St., New York, N. Y., Dept. L-9

This is a REEVES fabric



It's Reeves fancy Pic'n'Pic Flannel of rayon and acetate . . . with special character because of its textured surface. Wonderfully resistant to wrinkling and mussing. Here in a new, slim, pleated slack tailored by HAPP

In brown, blue, grey. Waist sizes 29-50. About $9. For store near you write Happ Bros. Co., Inc., Broadway at Pine, Macon, Georgia.

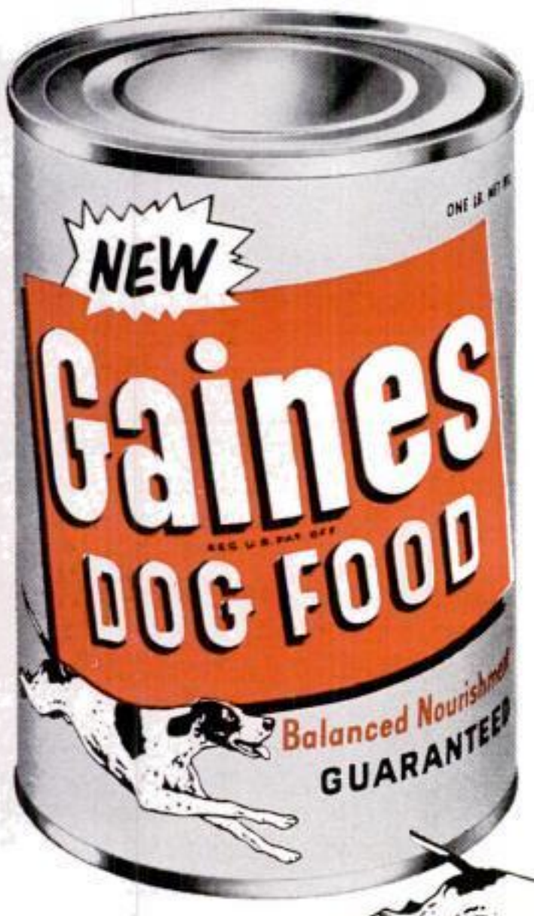
Fabric by REEVES BROTHERS Inc., New York 18, N. Y.

Copyrighted material

The first canned dog food good enough to be labeled "Gaines"

is HERE





New Gaines offers a combination of nourishment and flavor unmatched by any other canned dog food!

Now from Gaines—world leader in dog nutrition—comes a totally *new* concept in the science of dog feeding! It's the first canned food to take advantage of the amazing nutritional discovery, *dl*-Methionine, to make *more of the vital protein* available to your dog…protein that would normally be wasted. It's a fact: no other canned dog food on the market—no other food you can buy—offers your dog the same nourishment as new Gaines—with its precise combination of rich meat nutrients, vitamins, minerals, and *dl*-Methionine! And for tail-wagging taste appeal, dogs prefer Gaines *by instinct!*

A Product of General Foods

Gaines



Copyrighted material



Yes-it's so easy to take any picture with a Press 25

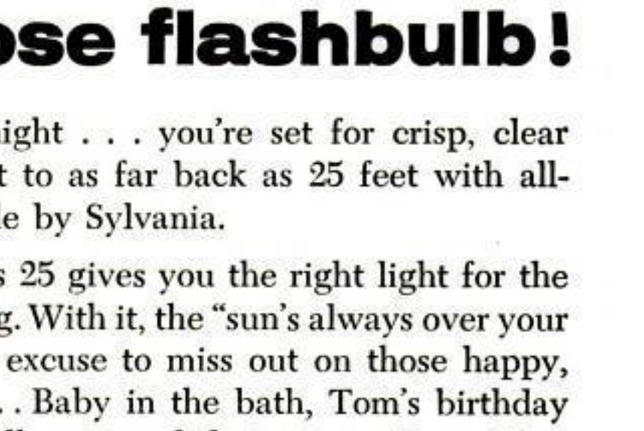
the all-purpose flashbulb!

● Indoors or out . . . day or night . . . you're set for crisp, clear snapshots from as near as 6 feet to as far back as 25 feet with all-purpose Press 25 flashbulbs made by Sylvania.

It's so easy . . . *so sure!* A Press 25 gives you the right light for the full range of normal picture taking. With it, the "sun's always over your shoulder"—and there's really no excuse to miss out on those happy, heart-warming indoor pictures . . . Baby in the bath, Tom's birthday party, Betty's first party dress. All you need do is pop a Press 25 in your flash holder; aim; press the shutter release. The picture's yours to enjoy . . . to show your friends . . . to put in its proud place in the family album.

There are other Sylvania® flashbulbs for special purposes, of course. But Press 25 is the all-purpose bulb that helps you get any picture . . . any place . . . any time. Always look for the Blue Dot . . . always ask your dealer for Press 25.

SYLVANIA ELECTRIC PRODUCTS INC.
1740 Broadway, New York 19, N. Y.
LIGHTING • RADIO • ELECTRONICS • TELEVISION • ATOMIC ENERGY
In Canada: Sylvania Electric (Canada) Ltd., University Tower Bldg., Montreal



Look for the Blue Dot . . .
it pays off in finer flash pictures

SYLVANIA

outsells all other brands of flashbulbs combined!

Win valuable prizes . . . enter Sylvania's "Beat the Clock" contest
See your Sylvania dealer today!—Nothing to buy!



"HARD-MOUTHED FARMER," as Catton calls John Brown, looked like this before he grew famous beard he had at the time of raid on Harpers Ferry.

THIS HALLOWED GROUND CONTINUED

medical treatments, some of which were agonizing; his spine had been affected, the foreign specialists told him, and for a long time he walked and talked like a man who had had a partial stroke.

So there would be many who would consider Sumner a tragic martyr, just as others would call him a faker who had been properly beaten for loose talk; and young Brooks would be a hero in the South, the recipient of innumerable gifts of canes, one of which bore a plate with the inscription: "Hit him again." This impulsive young congressman grew heartily sick of the kind of fame that he had won, for he did not like to be considered a bully. He had grown up in a society which held that a man might be held to render a physical account for any words he had used. He would have challenged Sumner to a duel, he said, if he had had any notion that the man would accept, but since he knew that he would not, he had felt obliged to use either a cane or a horse-whip. He had chosen the cane, and undeniably he had done what he set out to do—that is, he had worked off his own anger and he had compelled Sumner to shut up; but the final effect was wholly disastrous.

For this particular method of replying to Sumner's speech was the one method above all others most certain to make many folk in the North overlook the provocation that the speech had contained. The slave power (it would be said) could not be reasoned with.

Violence in Kansas, violence in the Senate chamber; the infection was spreading.

NOW it was May 24, 48 hours after the grim scene in the Senate chamber, and men with drawn swords were climbing through the shadows of early night in the ravines bordering Pottawatomie Creek in Kansas.

As weapons go, these swords had an odd history. They were shorter than cavalry sabres, straight in the blade, and some forgotten armorer had made them originally to government order as artillery broadswords. (In the old days all gunners wore swords for defense against attack by charging dragoons.) Then, in a sale of surplus property, the swords had been bought by a hair-brained secret society in Ohio which called itself the Grand Eagles and which fuzzily imagined that one day it would attack and conquer Canada. The society's plans came to nothing, and when a cranky, hard-mouthed farmer-turned-sheep-trader came through the state muttering that the way to keep slavery out of Kansas was to go out there and "meddle directly with the peculiar institution" the swords had been turned over to him. They were made of good steel, and the society which had had such grand plans for them had had ornamental eagles etched on the blades.

Tonight the swords would be used, for the lanky Ohio farmer who proposed to meddle with the peculiar institution lived with strange fever-haunted dreams and felt an overwhelming compulsion to act on them. He was a rover, a ne'er-do-well, wholly ineffectual in everything he did save that somehow he had the knack of drawing an entire nation after him on the road to unreasoning

CONTINUED

Copyrighted material

lipsticks for the woman alive . . .

LIVING COLORS by TANGEE



EXCLUSIVE LANALURE keeps Tangee's brilliant red Living Colors alive on your lips—glowing without a shadow of greasiness, all day long! Lanalure keeps your lips soft, moist, and lustrous—prevents drying and cracking!

THINK OF A DANCE—fiery and brilliant, yet superbly smooth—and you know what Living Colors are.

Then think of yourself—recklessly alive, breathlessly alluring. Think of your own lips, daringly red with a brilliance that endures—this is the promise Living Colors hold out to all women.

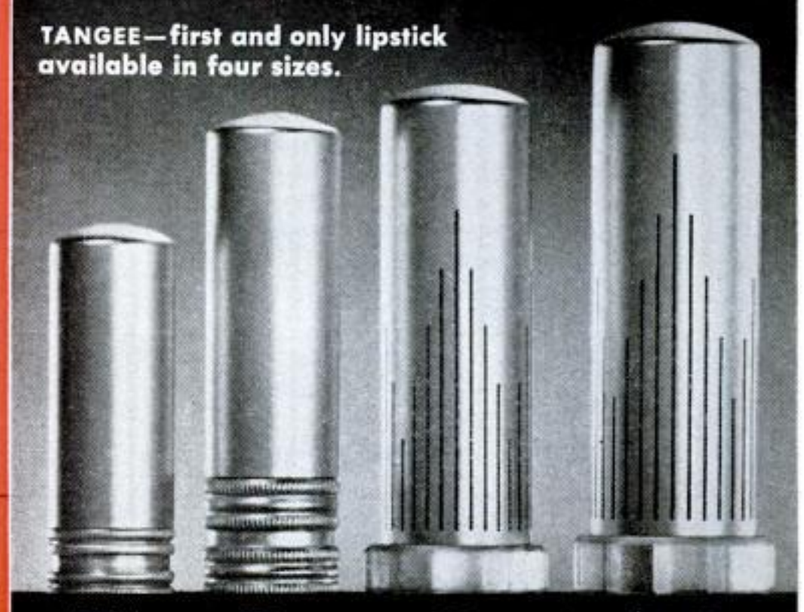
Could you ever forgive yourself for not letting this promise come true?

Tangee

TANGEE—The most brilliant colors ever created by man—for woman!

PINK QUEEN RHAPSODY IN PINK RED MAJESTY
MEDIUM RED PRETTY PLEASE GAY RED RED RED
BRIGHT 'N CLEAR THEATRICAL RED NATURAL

TANGEE—first and only lipstick available in four sizes.



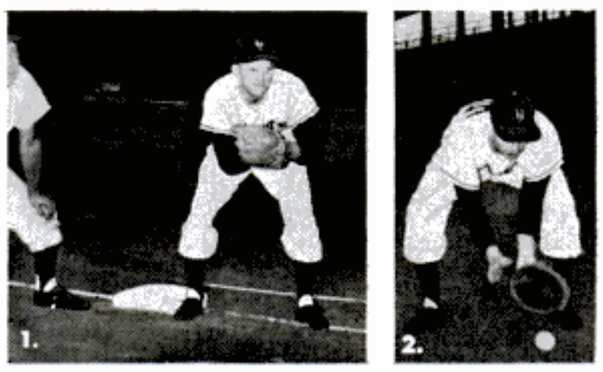
15¢ 29¢ 59¢ $1.00 each plus tax

Copyrighted material

Whitey Lockman

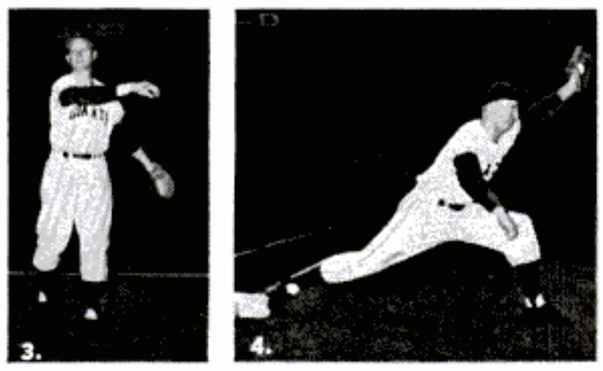
STAR FIRST BASEMAN,
FAMOUS NEW YORK GIANTS, TELLS

The "Ideal" way to start a Double Play



1. "Hold runner on first. Move to fielding position on pitch. Be ready for ball hit in your direction.

2. "Get on that ball with both hands. (Get your hands on some Fitch Ideal too—for your hair!)



3. "Regain balance before you throw to 2nd. An error and the manager will tear out his hair. (I keep mine neatly in place with the help of Ideal!)

4. "Return quickly to first. Stretch for return throw to double-up batter. Get your foot off the bag to avoid being spiked."



Try Whitey Lockman's "Ideal" way to groom your hair!

Use this amazing new, "no-grease" discovery! Keeps hair *neater* than gooey oils and creams—keeps hair and scalp *cleaner*, too!

Put Fitch Ideal into *your* grooming line-up! Ideal has triple-play action. (1) It keeps hair good-looking and neat *all day!* (2) Helps keep hair and scalp *cleaner*. Because it isn't oily, sticky or creamy, it won't trap dirt to clog scalp pores. (3) Fitch Ideal also relieves itching, acts to keep scalp free of flaky dandruff.

So steal a sign from Whitey Lockman. Get a bottle of Ideal from your drug store today. Ask your Barber for a professional treatment, too.



FITCH
Ideal ®
HAIR TONIC

violence. He climbed the wooded ravines in the darkness, this night, seven men at his heels—four of them were his own sons—and the naked metal of the swords glimmered faintly in the starlight. The man and his followers were free state settlers, from the town of Osawatomie. The grim farmer in the lead was named John Brown.

They had taken up arms two or three days earlier, along with other men, in a dimly legal free state militia company, to go to the defense of Lawrence. By good or evil chance they got there too late, and all of the company except Brown and his chosen seven disbanded. But Brown was obsessed. He declared that "something must be done to show these barbarians that we too have rights," and he and the seven turned a grindstone and ground their broadswords to a fine cutting edge. Some other militia leader saw and came over to warn Brown that he had better behave with caution.

"Caution, caution, sir!" growled the old man. "I am eternally tired of hearing that word caution. It is nothing but the word of cowardice."

So the men had headed for Pottawatomie Creek, where proslavery settlers lived; and as they went they met a man who had seen late dispatches from Washington, and this man told them how Bully Brooks had beaten Senator Sumner. One of the party wrote of this news long afterward: "The men went crazy—*crazy*. It seemed to be the finishing, decisive touch."

For John Brown no more than a touch was needed. In some shadowy way the old man had got the idea that five free state men had been killed at Lawrence and he felt bound to balance the account. An eye for an eye, a life for a life; if five had been killed, five more must die.

So John Brown and his band went stumping along through the night. They were in proslavery land now and any man they saw would be an enemy. They came to one lonely cabin, saw lamplight gleaming under the door and pounded for admittance. There was a noise as if someone were cocking a gun and sliding the muzzle through a chink in the logs, and the men slipped away from there—it was not precisely open combat that they were looking for. They went on, and after a time they came to a cabin occupied by a family named Doyle.

Quick muffled sounds in the darkness

THE Doyles were poor whites from Tennessee. They had come to Kansas recently, and although they believed in slavery—as men counted their beliefs in those days—they did not like to live too close to it; it appears that they had migrated in order to get away from it. Brown hammered on the door. It was opened, and he ordered Doyle and Doyle's two grown sons to come outside. The three men obeyed, the door was closed behind them, and Brown's band led the three away from the cabin. Then there were quick muffled sounds, brief cries, silence and stillness and darkness, and Brown and his followers went off down the road. In the morning the bodies of the three Doyles were found lying on the ground, fearfully mangled.

Next the men went to the home of one Wilkinson, another slavery settler. Knock on the door again: Wilkinson, in bed, came and opened up without bothering to put on his boots. The threat of death was in the very look of the terrible old man who peered in from the night, and Mrs. Wilkinson—sick in bed with measles—cried and begged that her husband be spared. No pity: Wilkinson was taken out into the yard, the door was shut, and again the swords came down heavier and sharper. The men left Wilkinson dead near his dooryard and went on to another cabin.

Here they found William Sherman, Dutch Bill, known as one of the Border Ruffians. Dutch Bill like the others was dragged out into the darkness for the fearful work of darkness. In the morning he was found lying in a stream, his head split open, a great wound in his chest, one hand cut off—apparently he had put up a fight for his life.

It was past midnight now. Old Brown had planned to get five, and five he had got. He and his men washed their swords in Pottawatomie Creek and went off to their homes.

SO there were these things that happened in one week in the month of May 1856. The wind was being sown and the hurricane would come later; and yet, all in all, these things were not so much causes as warnings—the lightning flashes that set evil scarlet flares against the black clouds that were banked up along the horizon. Somewhere beyond the lightning there was the thunder and the making of a great wind that would change the face of a nation, destroying much that men did not want destroyed. A doom

CONTINUED

. . . never before a bra like this at any price!

Stardust "Encompasse"

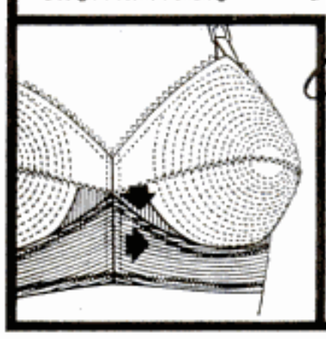


nobody but nobody but Stardust has this *new* patented uplift principle for more beauty, greater comfort! TWO separate elastic layers* asure *full* action-freedom; no shifting or slipping! Lined for double uplift and chafe-protection. Pre-shrunk cotton, all sizes.

Only $1.00

*Patent Pending: Design Patent Pending

Stardust *Life-Insured Bra* GUARANTEED FOR 1 YEAR



New action-ease
UP-OR-DOWN AND SIDE-TO-SIDE... AT THE SAME TIME!

write for nearest stores:
STARDUST INC.,
EMPIRE STATE BLDG., N. Y. 1



LONGER-LASTING LIGHT!
BURGESS
CHROME PROTECTED
flashlight
BATTERIES

Quick Relief of
HEADACHE NEURALGIA

STANBACK'S Combination Formula works faster than any one ingredient to bring soothing relief.

For Extra Economy, Buy the
"Family Pack"
100 TABLETS or
50 POWDERS



Copyrighted material



66″ Diana Twin-Bowl Cabinet Sink in soft Dawn Yellow—practically a kitchen in itself!



54″ Diana Cabinet Sink in cool Meridian Blue. Complete with Select-O-Set faucet and rinse spray.



48″ Diana Cabinet Sink in satiny Star White. Two bowls, one extra deep, with sliding drainboard for extra work surfaces.

One of these colorful Youngstown Kitchens Cabinet Sinks can start your dream kitchen now!



This lovely Meridian Blue kitchen started with a magnificent 66″ Diana Cabinet Sink. Like *all* Youngstown Kitchen units, it's built of warp-proof, rotproof steel throughout—with a baked-on finish that stays bright and is easy to clean. Sink top is finished in highest quality, acid-resisting porcelain enamel! If building or remodeling, be sure to specify a Youngstown Kitchen. You'll be glad you did!

Look for colorful Youngstown Kitchens in model homes during National Home Week—Sept. 10-18!



42″ Diana Twin-Bowl Cabinet Sink in inspiring Sunset Copper. Stainless-steel trim on all Diana sinks matches base cabinets.

Choose from 30 models . . . for as little as $1.25* a week. Beautiful colors at no extra cost!

No matter how you picture your dream kitchen, here's the place to start . . . *with a new Youngstown Kitchens cabinet sink!* For here is the *heart* of any dream kitchen. A wonderful sink—with all the modern, worksaving features. Big steel undercabinets with loads of drawer and storage space. And the lifetime beauty of colors that blend with *any* decorating scheme! All this in a Youngstown Kitchens Cabinet Sink! *See them at your dealer's today!*



DON'T DO DISHES—let a new Jet-Tower** Dishwasher do them for you! Up to 200 pieces in one load—washed, rinsed, and dried. Work-Level Model (shown); Undercounter Model; or 48″ Electric Sink. Color at no extra cost!



BANISH GARBAGE with the new, low-priced Youngstown Kitchens Food Waste Disposer. Down the drain goes food waste *—before it can become garbage!* No smoke—no odor. Only $79.95!

*F.H.A. terms.

**Reg. U.S. Pat. Off.

© 1955 Mullins Manufacturing Corporation

STEEL Youngstown Kitchens®

MULLINS MANUFACTURING CORPORATION • WARREN, OHIO

World's Largest Makers of Steel Kitchens

FOR IDEA-FILLED BOOK on kitchens, send 10¢ in coin. For nearest dealer, check the yellow pages of your phone book; or call Western Union, Operator 25.

Copyrighted Material

BIGGEST PIE NEWS SINCE THE PIE ITSELF

NEW! Pillsbury Pie Crust Mix

NOW IN STICKS

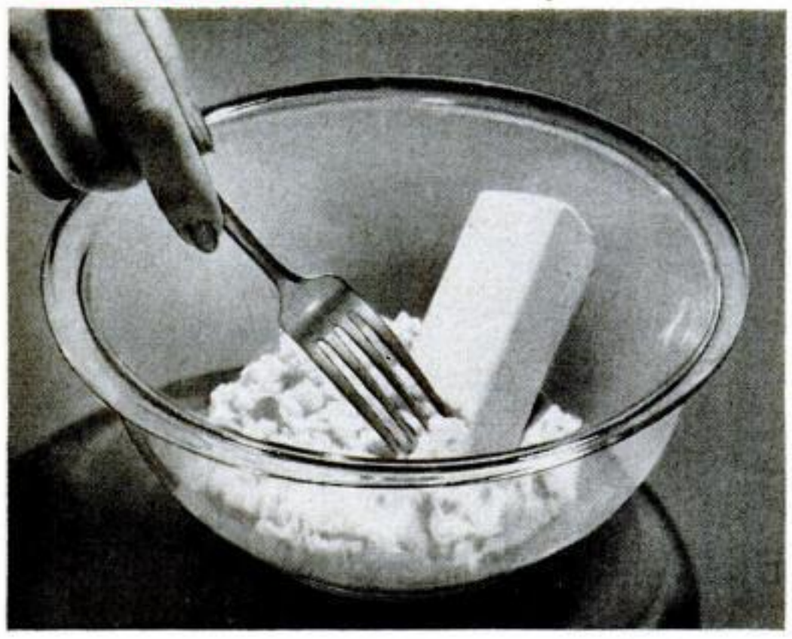
So easy, so sure, even a beginner can get flaky, tender crust every time

(Chill-Blended Process does it!)

Takes the guesswork out of pie crust making

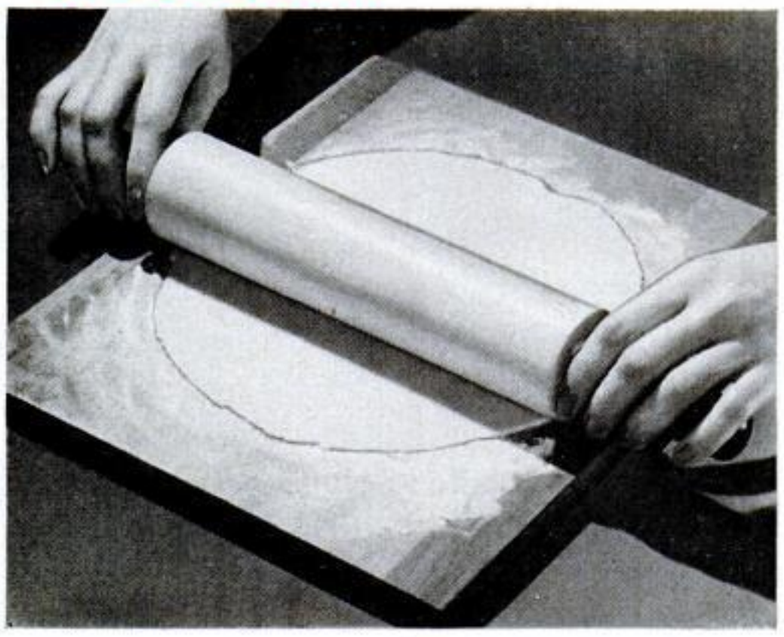
**(Just add water. No guessing about how much or when to add it.
No guessing about when the dough is ready to roll.
No guessing about how to divide the dough for one crust.)**

FROM STICK...



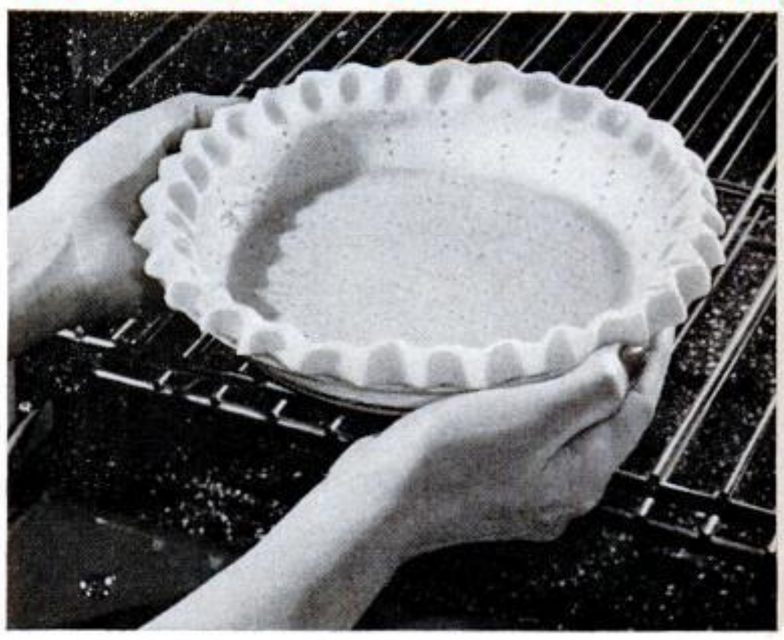
A truly complete pie crust mix, made by exclusive Pillsbury Chill-Blended process. Flour and shortening are blended perfectly at low temperatures—in a way you could never duplicate in your own kitchen. To make one crust, break up one stick, add water and work into dough. No guesswork about how much water to add or when. Simple, specific directions right on the package.

TO DOUGH...



The moment all water is absorbed and dough forms a ball, it's ready to roll—no guesswork! It requires no kneading and practically no handling. It rolls out round and even. One stick gives you enough dough for a large shell with fluted edge—no guesswork on how to divide the mix for one crust. You simply never met up with a pie crust mix so easy to mix and roll . . . so wonderful to work with.

TO OVEN IN 10-12 MINUTES



From the time you open your package of Pillsbury Pie Crust Sticks until you have a pie shell in the pan, fluted and ready to bake, is a matter of only 10 to 12 minutes. That's all there is to it. That's all you have to do to get pie crust that's as flaky and tender and golden crisp as any pie crust expert ever turned out. So why don't you do it? Get new Pillsbury Pie Crust Sticks!

Copyrighted material

No guessing or measuring.
Each stick makes one,
BIG, homemade size
crust. Just add water.



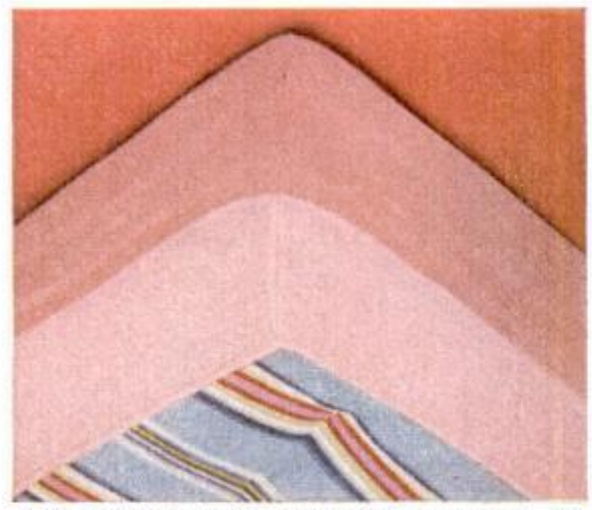


NOW THERE ARE 2 KINDS–

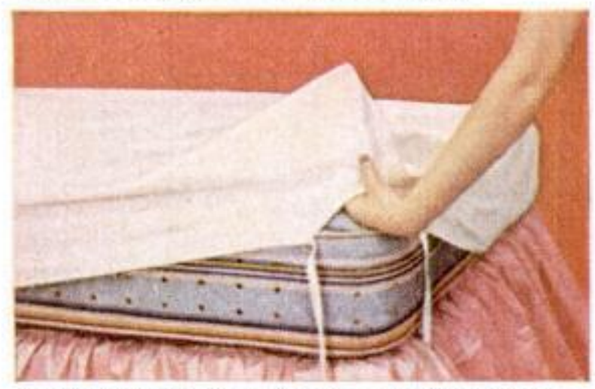
America's leading pie crust mix–
now in sticks or in regular form



PINEAPPLE YELLOW: Pacific's fresh colors are marvelous bedroom brighteners



PACIFIC'S FAMOUS CONTOUR CORNERS with deep all-round tuck-unders make them the *best*-fitting sheets of any leading brand. In laboratory tests, youngsters bounced, a hefty sleeper tossed, and proved: Pacific corners held firmest—Pacific sides *never* sagged or came untucked!



ONE HAND DOES IT! Pacific "Custom-Ex" Contour has *adjustable* 4th corner . . . slips over the "stubborn" last corner of extra-firm or extra-large mattresses *with just one hand! No need to lift the mattress!* Even after repeated laundering—Custom-Ex Contours *still* held their perfect fit . . . proved *easiest-on* of all sheets tested!

Single, double sizes for standard Extra-firm (Orthopedic) or Extra-long (Queen and King) mattresses



PACIFIC'S CHEERY COLORS are wonderful to wake up to! Meadow Green, Dream Blue, Cloud Pink, Pink Lilac, Pineapple Yellow. And, unlike most pillowcases, Pacific cases are Sanforized® to have the same exquisite sheen and color as Pacific sheets. They match—*exactly!*

DISCOVER *"Do-it-fast Do-it-easy" Bedmaking!*

IT'S YOURS WITH PACIFIC CONTOURS

PROVED* BEST-FITTING *OF ALL SHEETS

Housewives all over the country have found . . . and now official laboratory tests* *prove:* these smooth-sleeping, work-saving Pacific beauties give a neater, smoother, firmer fit than any other fitted sheet! Pacific's sleek-fitting Bottom Contour can't rumple, can't come untucked. Like every Pacific sheet, it's Sanforized—won't shrink, sag, or stretch. Four boxed corners mold it snugly to your mattress . . . and they hold that fresh-made smoothness *all week long!*

The *only* sheets that fit *all* mattresses

Pacific Contours are your best buy! They're the *original* fitted sheets . . . and the *only* fitted sheets that give you sizes for every bed in the house. From crib to extra-firm or extra-large. Special size for 4½" foam rubber mattresses. White and dreamy pastels. In luxurious new Miracale†. Combed Percale. Truth or Extra-Strength Muslin. All Sanforized. At fine department stores near you.

Contour is the registered trademark for Pacific's mattress-fitting sheets
*York Research Laboratories, Stamford, Conn. †TM Pacific Mills

PACIFIC
Contour® SHEETS

PACIFIC MILLS

1407 Broadway, New York 18

A MEMBER OF Burlington INDUSTRIES

Copyrighted material



ILLINOIS CENTRAL RAILROAD COMPANY

OFFER FOR SALE

ONE MILLION ACRES OF SUPERIOR FARMING LANDS,

IN FARMS OF

40, 80 & 160 acres and upwards at from $8 to $12 per acre.

THESE LANDS ARE

NOT SURPASSED BY ANY IN THE WORLD.

THEY LIE ALONG

THE WHOLE LINE OF THE CENTRAL ILLINOIS RAILROAD.

For Sale on LONG CREDIT, SHORT CREDIT and for CASH, they are situated near TOWNS, VILLAGES, SCHOOLS and CHURCHES.

PROMISE OF THE WEST was trumpeted in ads like these, luring farmers out into the prairie country with sales of acreage "on long credit, short credit."

THIS HALLOWED GROUND CONTINUED

was taking shape, and it seemed to be coming on relentlessly as if there were nothing that anyone could do to prevent it. The republic that had been born in an air so full of promise that it might have been the morning of the seventh day was getting ready to tear itself apart.

Yet fate can move in two directions at once. At the same moment that it was driving men on to destroy the unity of their society it was also making certain that they would not be able to do it. Men who were whipping themselves up to the point where they would refuse to try to get along with one another were, at the same point of time, doing precisely the things which would bind them together forever whether they liked it or not. The impulse to disunion was coming to a land which was in the very act of making union permanent.

For even as they quarreled and learned to hate each other, Americans were in the act of entering upon a continental destiny. They were pouring out unfathomable energy upon a mighty land that was stronger than themselves. They were committing themselves to that land; in the end it would have its way with them.

The steamers came down from Lake Superior that spring, carrying iron ore to furnaces on the lower lakes, and this was the first spring it had happened. Always before, Lake Superior had been land-locked—forever blue, forever cold, the scent of pine in the clean winds that blew over the water. In the mountains by the lake there was a great wealth of metals, but this wealth was locked up, out of reach, and the St. Marys River came tumbling down in white foam through a green untouched wilderness. The whole of it was remote (as Henry Clay once contemptuously pointed out in the Senate) as the mountains of the moon, and as little likely to affect anything that happened in the rest of the country.

All of that was changing. A canal had been dug around the rapids in the St. Marys, with two locks in it. Now the steamers could go all the way from Cleveland and Detroit to the new ports of the Marquette range, to bring ore down to the new furnaces. Nothing would ever be the same again. Nothing would be the same because the canal and the shipping were the visible symbols of a profound and unsuspected transformation. America was turning into a country which could do practically any imaginable thing under the sun except divide into separate pieces. In Ohio and Pennsylvania the blast furnaces and foundries and rolling mills were going up, railroads were reaching from the forks of the Ohio to the Lake Erie shore to take coal one way and iron ore the other, and there would be more trains and steamers and mills and mines, year after year, decade after decade.

America would cease to have room for things like an empty wilderness at The Soo. It would have no room, either, for a feudal plantation economy below the Ohio, veneered with chivalry and thin romance and living in an outworn dream, or for the peculiar institution by which that economy lived.

It was not just iron ore. America was beginning to feed Europe and the price of grain had gone up and up. Farmers were driving 100 miles or more, in Illinois and Wisconsin, to reach railroad stations and lake ports with wagonloads of grain, and there were

CONTINUED



NEW MUM MIST PROTECTS EVEN THE 2 IN 5 WHO PERSPIRE FREELY

Here's deodorant protection you never thought possible!

New Mum Mist spray deodorant stops perspiration *instantly and for hours.* Contains miracle hexachlorophene to prevent odor *all day long*—even if you are one of the 2 in 5 who perspire freely.

No more messy running or dripping!

Mum Mist sprays on, stays on. It dries fast—won't run, won't drip. Completely safe for normal skin—doesn't damage delicate fabrics. For protection that's fast, protection that lasts—get new Mum Mist!

At all toiletries counters **59c**



BY THE MAKERS OF FAMOUS MUM CREAM DEODORANT

with hexachlorophene

THIS is the coat you'll live in

...rain, sun, cold



Alligator
GOLD LABEL

America's most wanted gabardine—$40.75

You just can't mistake that Alligator elegance . . . in the richness of Gold Label's fine all wool worsted fabric . . . in the luxurious flare, drape and full-cut sweep. And for comfort, you can't beat its "just-right-weight." Being water repellent, you'll enjoy living in it . . . rain, sun, cold. See Gold Label and other Alligator coats in smart fabrics, patterns and colors . . . all great values from $8.50 to $49.75.

Travelweight Rainwear . . . Smart style and light weight feature this super water repellent rainwear you'll wear in *any weather.* Single breasted $19.75. Trench $20.75.

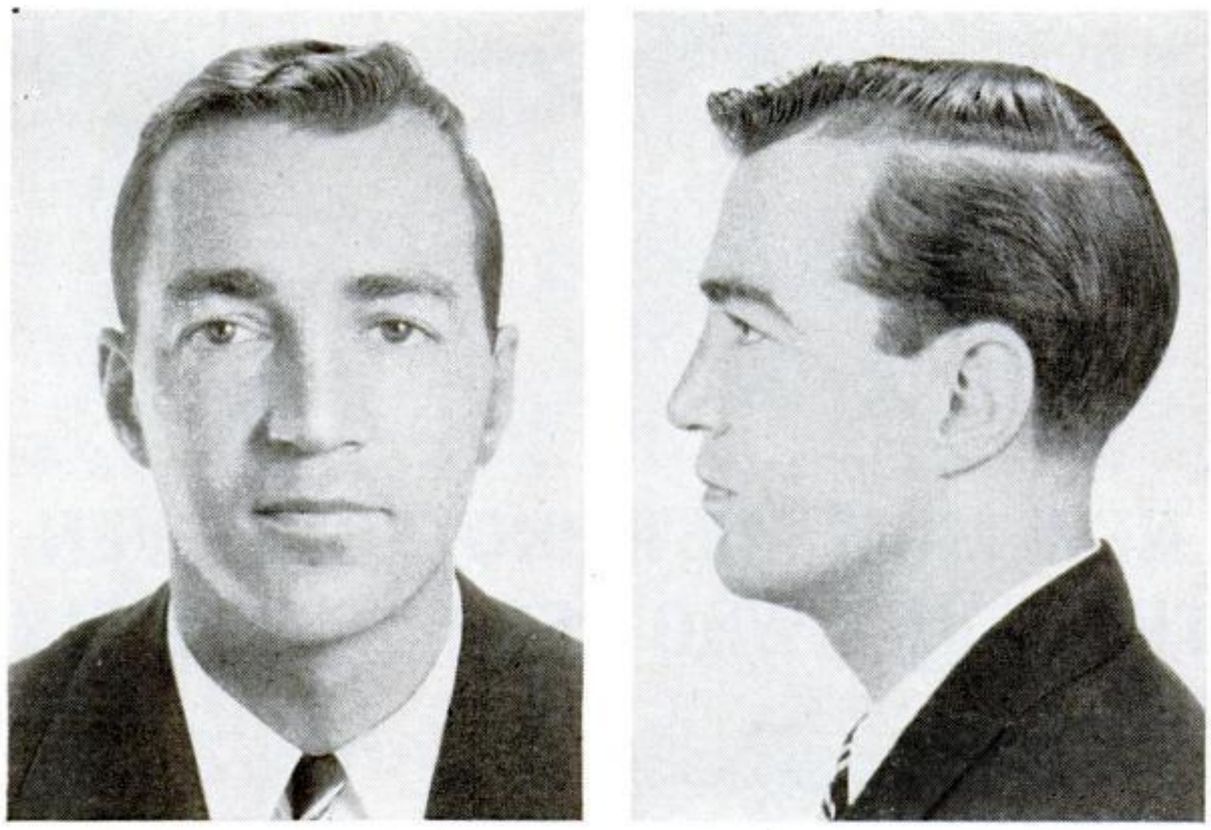


Better Stores Everywhere Feature

Alligator—*the Best Name in Rainwear*

The Alligator Company • St. Louis • New York • Chicago • Los Angeles

Copyrighted material



WHAT'S THE PRICE ON YOUR HEAD (OF HAIR)?

Whether you're aware of it or not there's a price on your head . . . a price that represents the contribution your head makes, pro or con, to your social and business advancement.

And that price is set not only by what's *in* your head, but also, by what's *on* it . . . by the appearance of your hair.

That's why we say "treat hair with care". Care for it with Jeris, America's largest selling greaseless, antiseptic Hair Tonic. Jeris is death on dandruff bacilli (kills on contact *pityrosporum ovale*, the germ many authorities agree to be the cause of the infectious variety). Jeris is oil-free, leaves hair looking like a man's, not a mannekin's. And Jeris smells inviting, too, with a fresh, clean, just-barbered fragrance that wins friends and influences people (of the feminine gender). Jeris is available at all drug counters. Professional applications at all barber shops.

Jeris Sales Co., 221 Fourth Ave., New York 3, N. Y.



• **Attention:** Some choice territories still available for men and women to act as our exclusive distributors and service local stores. This is a highly profitable business . . . requires nominal investment. Write for full details. No obligation. Novo Card Publishers, Inc., Dept. LF-3, 1166 Milwaukee Ave., Chicago 22, Ill.



Stops scratching!



Sergeant's new
SKIP-FLEA SCRATCH Powder:

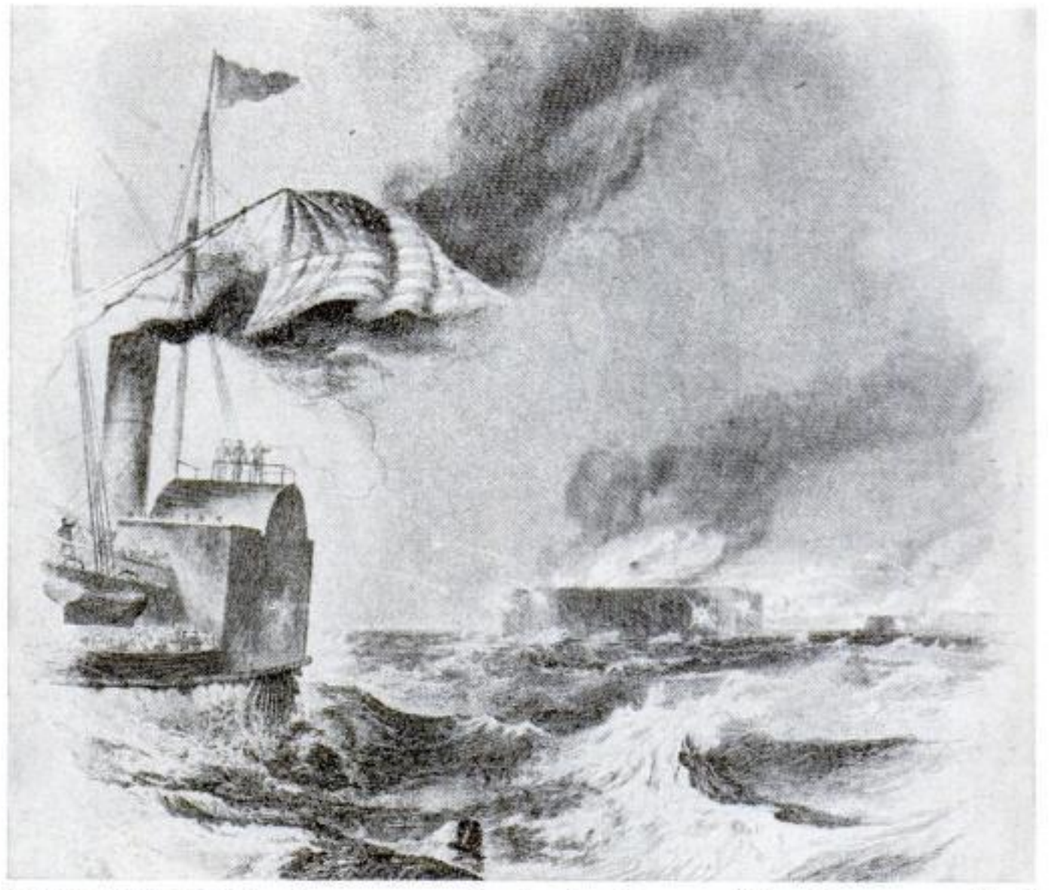
- Stops itching fungus, the most common cause of dog itch!
- Kills fleas, ticks and lice!
- Repels doggy odor!

49¢ and 79¢ at any drug or pet counter.



Sergeant's®
SKIP-FLEA SCRATCH Powder

While you're in the store, pick up a bottle of Sergeant's SKIP-FLEA Shampoo. Economical and easy to use. Kills fleas and lice, stops doggy odor, leaves coat glossy.



OPENING GUN in the war was the bombardment of Fort Sumter on April 12, 1861. Here Union relief ship stands by helplessly while fort is shelled.

THIS HALLOWED GROUND CONTINUED

long lines at the elevators. With mechanical reapers and with steel moldboard plows, men could till more land and reap bigger harvests than ever before, and the lake and river states were drawing people in by the thousand, from the east and from the south and from far away Europe.

For here was something new in the world, a great land promising everything men had hoped for, the very air and sunlight seeming keener and brighter than the air and the light in other places. On the docks at New York were crowds of immigrants; somehow they found their way to the comfortless trains that would take them west.

So in addition to wheat and iron, there were people. Not all of them came from overseas. In America there was a continual surging and shifting, with New Englanders going to Ohio, Kentuckians to Illinois, Hoosiers to the black-soil country west of the Mississippi. They saw their destiny in this great western land tied by natural law to the destiny of the whole country.

A few years earlier Stephen A. Douglas had tried to say it in the Senate: "There is a power in this nation greater than the North or the South—a growing, increasing, swelling power that will be able to speak the law to this nation and to execute the law as spoken. That power is the country known as the Great West. . . ."

Yet men see things late, and it may be that at times an evil fate drives them on. In 1856 what seemed to be important was the great and sublimely irrelevant argument, the great fear and the great surge of emotion; unforgivable words self-righteously spoken, blows brought down from behind on a defenseless head, a drunken mob rioting across a frontier town, long knives slashing and hacking in the moonlight. Out of this, heralded by this and much more like it, came the war, with men paying half a million lives to go, finally, where they were bound to go anyway.

In the state capitol at Columbus, Ohio senators were talking their way through a desultory session when one of their number came hurrying in from the lobby. There was some note of urgency in his manner, and the debate died down. Catching the eye of the presiding officer, he called out, "Mr. President, the telegraph announces that the secessionists are bombarding Fort Sumter!" There was a stunned silence in the chamber for a moment. Then, far up in the gallery, a woman sprang to her feet and screamed ecstatically, "Glory to God!"

The woman was a devout abolitionist, convinced that nothing mattered but to set the Negro free and that only war could do it, and most people in the North did not see it that way. Yet her terrible cry, ringing out without premeditation, somehow spoke for men and women all across the land, and they surged out into bannered streets to cheer and laugh and exult. There had been all of these years of doubt, of argument, of bewilderment and half-stifled anger; the moment of disaster brought wild rejoicing, as if an unendurable emotional tension had at last been broken.

For Abraham Lincoln, to be sure, the news from Fort Sumter brought no release.

CONTINUED

Copyrighted material



Soft, beautiful carpet makes you so proud of your home

We really can't blame you two for being so proud.

Every young couple we know feels that way about their house when it's carpeted.

Because there is nothing that does as much to make a house beautiful, does as much to make it a home, as carpet.

For carpet is not only handsome in itself – soft and warm and welcoming – it sets a rich and flattering frame around your furniture.

And carpet has a day-to-day practicality that makes it wonderfully easy to live with. Carpet is quiet because it swallows the noises that make a house "restless". And it provides safe, sure footing for playing children – or you, when you're rushing to the phone or the door.

Carpet adds so much and costs so little – in time, in work and in money. A quick vacuuming keeps it lovely . . . no tedious scrubbing, rinsing, waxing, or polishing. And, when you move, your carpet goes along with you – you haven't invested time and money in floors you leave behind.

Yes, all this – for so little. At today's prices you can probably afford to do two rooms for what you think one will cost.

Drop in at your store this week. See the display of lovely colors, modern patterns, exciting new weaves and textures. With small monthly payments you can have beautiful, long-wearing carpet on your floors right now. You'll be so glad you did.

HOME MEANS MORE–WITH CARPET ON THE FLOOR

MORE QUIET, MORE COMFORT, MORE BEAUTY, MORE SAFETY, EASIER CARE

Buy carpets designed and made for the American way of life by these American manufacturers Artloom • Beattie • Bigelow • Downs • Firth • Gulistan • Hardwick & Magee • Hightstown • Holmes Karastan • Leedom • Lees • Magee • Masland • Mohawk • Nye-Wait • Philadelphia Carpet • Roxbury • Sanford • Alexander Smith **CARPET INSTITUTE, INC., 350 Fifth Ave., New York 1, N. Y.**

Copyrighted material

IT MEANS SO MUCH MORE

TO GIVE... OR GET... A

Hamilton



The most beautiful watches in the world are made by Hamilton.

At left: CLARA, $59.50
At right: MINUET, 14K white or yellow gold, $79.50. *Prices include Federal tax.*
Hamilton offers a complete selection of fine watches, including beautiful Hamilton Illinois models as low as $33.95.

Fall Fashions that stay a jump ahead

Jack & Jill togs

Featheroy by Juilliard



Jack sports our all-combed-corduroy, all-wonderful zip-jacket set. Embroidered jacket, matching suspend-o pants and roller hat.

Jill is a joy in our distinctly feminine embroidered combed-corduroy jacket . . . with matching creepers and bonnet.



At better stores everywhere.

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE AS ADVERTISED THEREIN

Guaranteed by Good Housekeeping OR MONEY REFUNDED OR REPLACEMENT OR RETURN OF MONEY IF NOT AS ADVERTISED THEREIN

JACK AND JILL TOGS

Etons. Brother and Sister Sets. Sport ensembles. Jackets. Creeper Sets. Separates. Novelties. Sizes 1-7. In Gabardines, Woolens and Corduroy.

1350 Broadway, New York 18, N. Y. • In Canada: JACK AND JILL TOGS, Toronto

He had said that his policy was to have no policy; that he did not control events but was controlled by them; that his task was heavier than the one Washington had carried; and now he had to act firmly and swiftly in a contingency not provided for by the Founding Fathers. What he could do he did without delay. On April 15 he announced that "combinations too powerful to be suppressed" by any U.S. marshal or *posse comitatus* had taken possession of various southern states, and he called on the states to send 75,000 militia into federal service for three months to restore order. He summoned Congress to meet in special session on July 4. He announced a blockade of southern ports from South Carolina to Texas.

Having done the things immediately required of him, President Lincoln could only wait for the country to respond.

It responded with a wild enthusiasm that was almost beyond belief. The quick outpouring of emotion surprised even the people who were at the center of it.

In Washington sober Senator John Sherman wrote that the actual arrival of war "brings a feeling of relief: the suspense is over." A newspaper correspondent telegraphed that the war spirit in the West exceeded anything the most hopeful Republicans had expected. A New York woman looked at the cheering crowds and felt the wild excitement, and wrote that "it seems as if we never were alive till now."

When men looked about them, in the strangely revealing light of the exploding shell, they saw something that was to carry them through four years of war. It is hard to say just what it was, for nobody bothered to be very explicit about it and time has dimmed it anyway, but apparently what they saw—briefly but clearly after so many years in which nothing was clear—was the fact that they did have a country and that their common possession of it was the most precious thing in the world. For a time this lifted them up, so that they went off to war jubilantly, as if the moment of crisis had lifted a burden instead of imposing one.

'Corn-field officers'

THERE was in all of this a bright innocence, and a losing of innocence, and nothing quite like it ever happened again, or ever can happen. Except for a few veterans of the war with Mexico, no one knew what war could be like, and even the middle-aged who had fought in Mexico had nothing in their experience by which to foretell the sweep and terror of the war that was beginning now. The land was used to peace, and in the ordinary way its experience with military matters was confined to the militia muster—awkward men parading with heavy-footed informality in the public square, jugs circulating up and down the rear rank, fires lit for the barbecue feast, small boys clustering around half derisive and half admiring.

Just before Fort Sumter the Michigan legislature had been debating an act permitting the governor to raise two new regiments of militia. Secession had come and war was near, and it seemed wise to prepare for it; yet the legislators somehow could not quite take the project seriously and their humor rose because the bill contained a provision for "field officers"—technically, regimental officers above the rank of captain. Amendments were solemnly introduced to change the title to "corn-field officers," the sense of urgency evaporated in a chain of rude jokes, and in the end the legislature adjourned without voting any money to make the act effective.

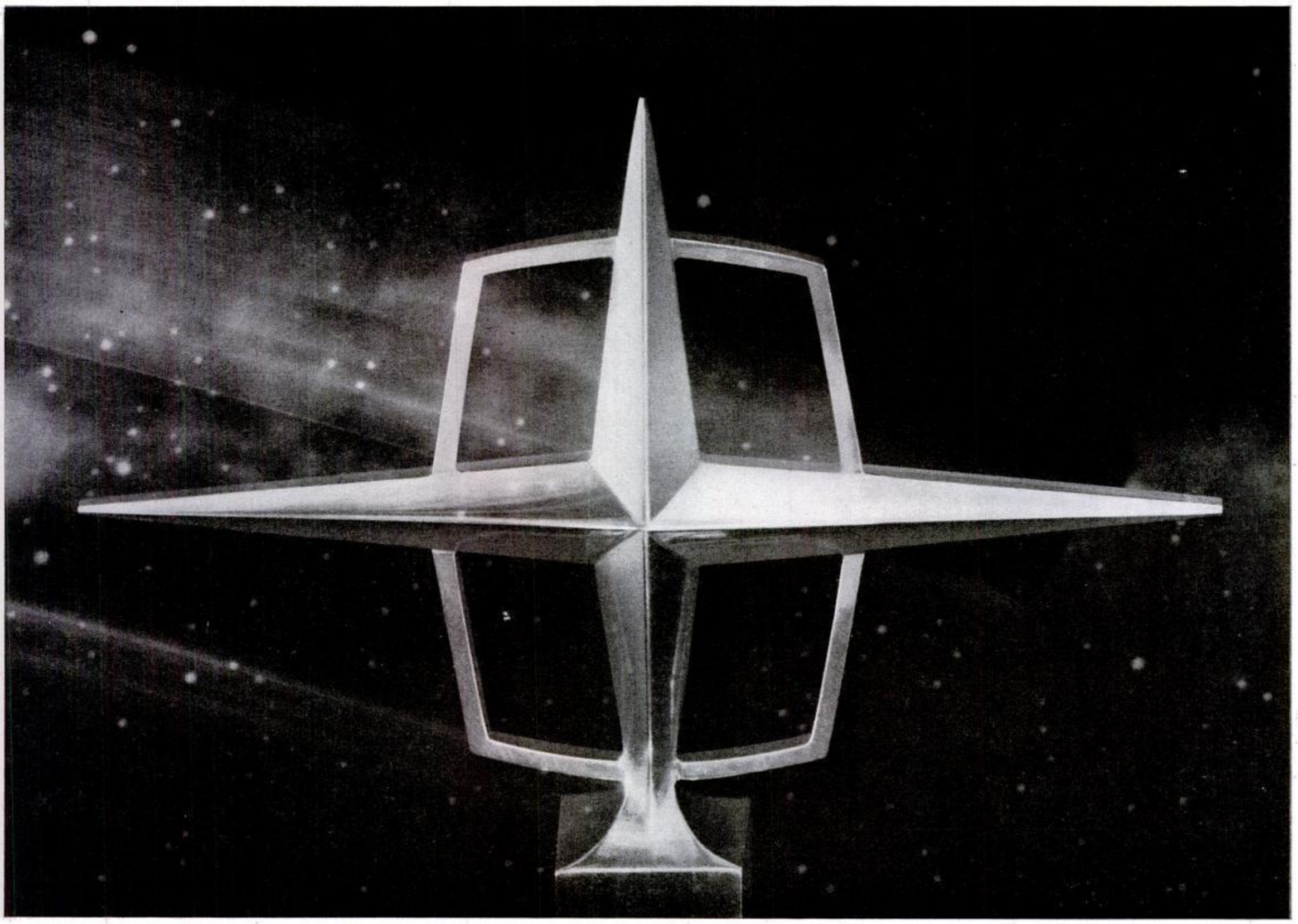
To thousands and thousands of young men it seemed the chance of a lifetime, war was all music and flags and cheering crowds, the bands were playing *Yankee Doodle* and *The Girl I Left Behind Me* and *Dixie*—which was not yet a southern war song and piped many a Yankee regiment off to war. The man who enlisted felt that he was lucky beyond all natural expectation. So the recruiting stations were crowded.

In Iowa 20 times as many men as could be taken came forward to volunteer. Because this frontier state had few railroads, men came in by farm wagon or on foot, some of them taking 10 days for the trip, and those who were turned away raised a great clamor, so that the state authorities had to beg the War Department to increase the quota. Men who were accepted went to camps where contractors fed them on fresh beef and soft bread. So primitive was their frontier background that many of these lads from the back lots promptly became sick from eating food too rich for them; at home their diet was mostly salt pork and corn bread.

The training these volunteers got once they reached camp was often very sketchy. Company and regimental officers at

CONTINUED

Copyrighted material



Soon to appear on the road . . .

a new

hallmark of elegance

THE CONTINENTAL MARK-II will be introduced in October. When you see it, we are confident you will recognize

. . . that simple lines are the richest of all

. . . that quietness of manner is the essence of good taste

. . . that careful and conscientious craftsmanship in a motor car heightens beauty as well as quality

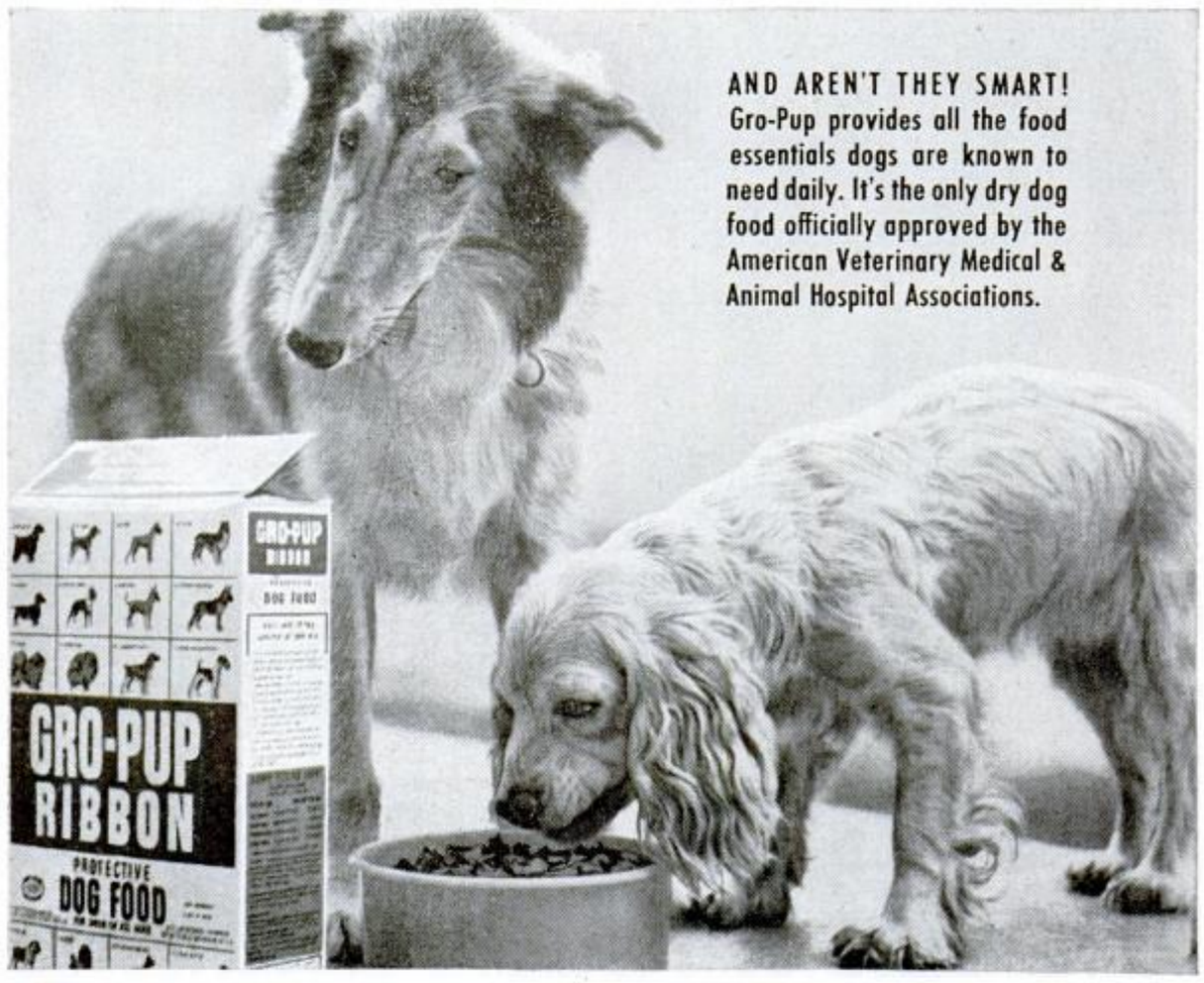
. . . that conservative distinction can be expressed in a long, low and spirited way

. . . that the Continental *Mark–II* is not only the *finest* motor car in the world but the most quietly dramatic motor car as well.

Continental Division • Ford Motor Company

Copyrighted material

DOGS EAT IT UP



AND AREN'T THEY SMART! Gro-Pup provides all the food essentials dogs are known to need daily. It's the only dry dog food officially approved by the American Veterinary Medical & Animal Hospital Associations.

GRO-PUP

TESTED AMERICAN VETERINARY MEDICAL AND ANIMAL HOSPITAL ASSOCIATIONS APPROVED

THE PROTECTIVE DOG FOOD

Made by the Kellogg Company, Battle Creek, Michigan

NEW Gro-Pup T-Bone for treats.





TOUCH... SPRAY... SAFE... ALL DAY!



NEW *Courtley*

AEROSOL DEODORANT

THE ONLY MEN'S DEODORANT THAT DRIES ON CONTACT! NO DRIP...NO DRIBBLE!

Sure protection against both odor and perspiration... and most convenient to apply. No chilling discomfort. No waiting to dress. No messy fingertips to wash. Nothing like it ever before!

ONLY **$1.10** plus Fed. Tax

ANOTHER COURTLEY PRODUCT FOR GENTLEMEN



WAR HERO, "Old Abe," the eagle mascot of 8th Wisconsin Regiment, was wounded in action twice. One shot carried away a third of Abe's tail feathers.

THIS HALLOWED GROUND CONTINUED

that stage of the war were elected and in most cases they knew no more about military matters than the recruits they were supposed to instruct. It was not uncommon to see a captain on the parade ground consulting a book as he drilled his company. A Massachusetts veteran remembered that "our drill was running around the old Town Hall in West Newbury, yelling like devils and firing at an imaginary foe."

At times the whole business seemed like an extended picnic. An Illinois soldier wrote to the folks back home that it was wonderful to be where "a fellow can lay around loose with sleeves up, collar open (or shirt off, if it suits him better), hair unkempt, face unwashed, and everything un-everything. It beats clerking ever so much!"

It did beat clerking. Boys in a Wisconsin regiment whose roster was not yet full used to ride about the country in wagons seeking recruits, with drummer and fifer to pipe them along, the cavalcade riding into towns with all hands yelling, "Fourth of July every day in the year!" These Wisconsin soldiers remembered one meeting at which a girl cried out to her escort in a voice all could hear, "John, if you don't enlist I'll never let you kiss me again as long as I live! Now you mind, sir. I mean what I say!"

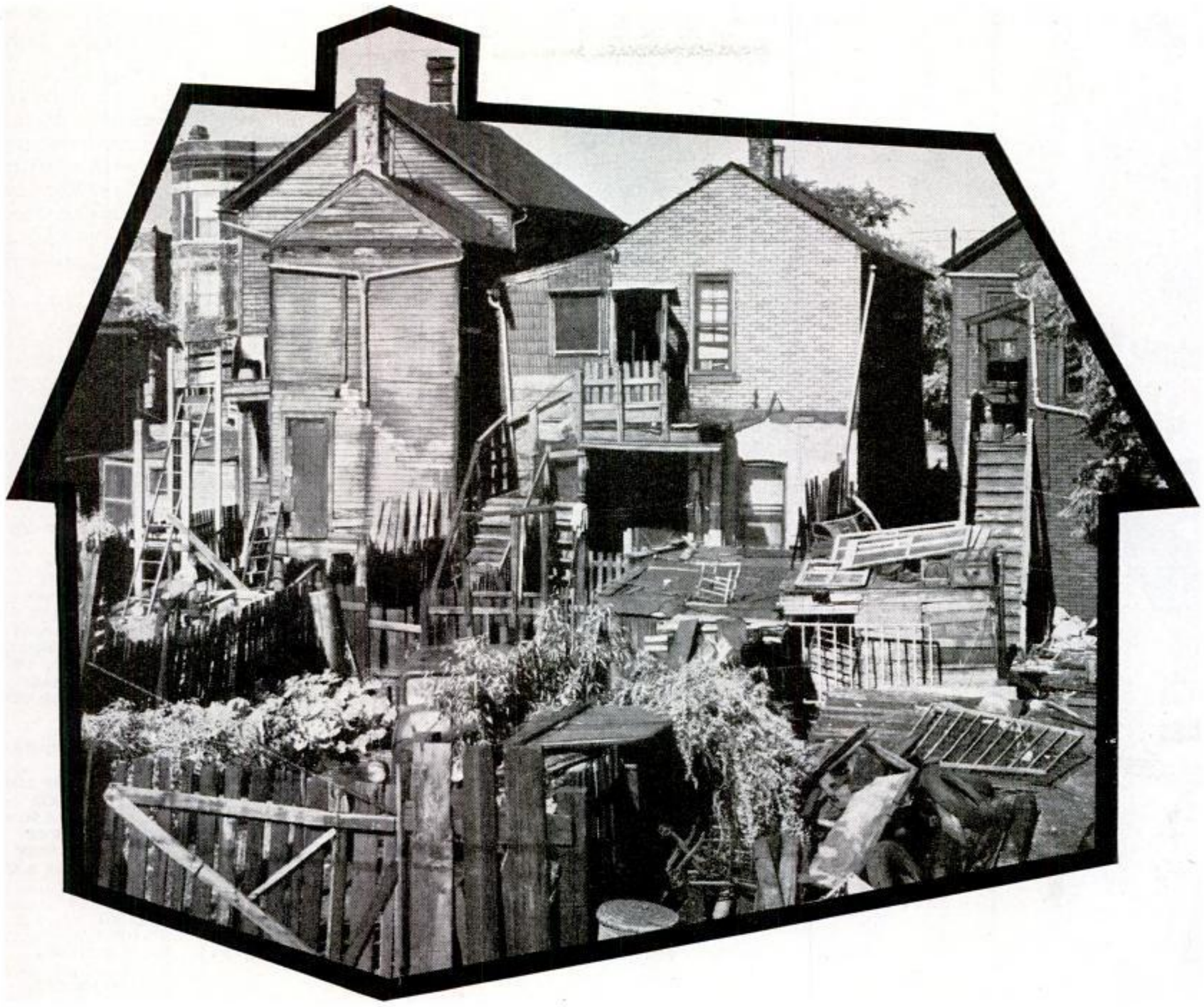
Every regiment was formally given a flag sooner or later, usually by a committee of ladies, with the mayor and leading citizens looking on and with some orator present to make suitable remarks. It was a sentimental age, much given to dramatic tableaux. Men in a New York regiment recalled that when they finally boarded the cars to start off for Washington, their train passed a species of rocky knoll not long after leaving the depot; and on the knoll, togged out in Revolutionary War regimentals, there posed a white-haired man waving a flag while two small girls dressed in white knelt on each side of him, their arms stretched out and their eyes raised as if in prayer.

Some regiments took on especial characteristics. The New York 7th was a dandy outfit, private soldiers wearing tailor-made gray uniforms as trim as so many West Pointers. Hired cooks prepared their meals. The 8th Wisconsin was famous as the "Eagle Regiment" because its Company C came to camp with a live eagle as mascot. A T-shaped perch was devised and the bird—known as "Old Abe"—was carried between regimental and national flags wherever the regiment went. Old Abe was even taken into battle later on; he liked artillery fire and would flap his wings and scream loudly but grew depressed and nervous under musketry fire. The eagle survived the war, was taken back to Wisconsin and became an essential feature of any number of postwar veterans' reunions.

The first volunteers were enlisted for 90 days only and were technically state militia called temporarily into federal service. Long before most of them were ready to leave training camp—on May 3, actually, little more than a fortnight after Fort Sumter—

CONTINUED

Copyrighted material



We have a house to put in order...

WE HAVE A HOUSE to put in order . . . and it's the house where America lives.

Of our country's many million homes, more than 1 out of every 10 are out-and-out slums. Nearly one-half of all American dwellings are in poor to fair condition, and urgently need basic repairs.

That's the house we have to put in order if our constantly growing millions are to enjoy our rising standards of living.

What's your stake in the slums?

If you think your town is different, just look around you. *Every* community, including yours, has houses and blocks and whole areas that need to be put in order.

If you think slums don't touch you as long as you don't live in one, *think again*. Wherever you live, housing problems and slums raise your taxes and depress the value of your house. They mean higher rates of crime, delinquency and disease. They lower the social and economic level of your whole community.

How do slums start?

It's equally important to prevent tomorrow's slums. And that's your problem, too.

How do slums start? Let just one house slide downhill and a whole block changes. Home values drop. Other houses are neglected and decay spreads.

That's why the 20 million homes that need repair and basic improvements deserve just as much attention as out-and-out slums. The time to stop their blight is now, before it spreads.

What can you do about this?

The answer to America's substandard housing problem starts with you. For it's up to you to keep up and improve your own home. And it's up to you and your neighbors to keep your neighborhood *and your whole town* in good condition.

Some slums should be torn down and a fresh start made. Others can be remodeled, made to conform to better living standards. So it is up to you to get behind every sound program which seeks to provide adequate housing for all our people.

New help is now available

There is a new national, non-profit organization called A.C.T.I.O.N.—The American Council To Improve Our Neighborhoods—which is designed to help all individuals or groups interested in putting America's House in order.

Send today for a free copy of "ACTION." It explains what "A.C.T.I.O.N." is and proposes to do. It lists booklets, research, check-lists, and other material which can help you. Address P. O. Box 500, Radio City Station, New York 20, N. Y.

ACTION

American **C**ouncil **T**o **I**mprove **O**ur **N**eighborhoods

Copyrighted material



What a convenience! Easy to carry, take little space. Same wonderful quality as larger Ace Hard Rubber Combs for home use. Same wonderful protection for hair and scalp because sharp ridges are polished away, every tooth is sm-o-o-othly rounded. Individually packaged; many styles, for all the family. Moderately priced.

American Hard Rubber Company, N.Y. 13

ACE®
HARD RUBBER
COMBS



SMOOTHER • STRONGER • LAST MUCH LONGER

THIS HALLOWED GROUND CONTINUED

President Lincoln issued a call for three-year volunteers. These regiments were raised and organized by the states and, when complete, were mustered into federal service, after which they were entirely out of state control; and as the men enlisted under this call began to reach camp, things began to look a little more business-like, with less of the flavor of an oldtime holiday militia muster.

Yet matters never did reach what a modern soldier would consider proper military tautness. For the most part—especially among the western regiments—discipline was and remained fantastically loose. It never entered the heads of most of these volunteers that a free American citizen surrendered any appreciable part of his freedom just by joining the army. An Indiana soldier put it quite bluntly: "We had enlisted to put down the Rebellion and had no patience with the red-tape tomfoolery of the regular service." For better or for worse, the armies of the Civil War had that devil-may-care, loose-jointed tone to them. They could be led—by the right man anyway—but they could not often be driven. Their members straggled freely, foraged and looted as the mood seized them, sometimes deserted in droves and, in the end, carried the load that had been given them, which was not a light one.

They had at the very top a commander in chief who understood their point of view perfectly because he had had firsthand experience of it: Abraham Lincoln. Lincoln had been captain of a volunteer company in the Black Hawk War, a hard set of men who cried out "Go to Hell!" in response to the first order Lincoln ever gave them. They got badly out of hand—or, to be more accurate, they never got into hand—and Lincoln was ordered by a court-martial to carry a wooden sword for two days because he had been unable to keep his company from robbing the regimental whisky cache and getting drunk.

In the Civil War, Lincoln called into service something like a million and a half young men, the bulk of whom were his Black Hawk War company all over again. From first to last, he *knew* them—knew what they could do, how much they could stand, how they could be persuaded to surpass themselves on occasion. In the end they did precisely what he had called on them to do.

THE war had hardly begun, yet the most momentous single decision had already been made. As far as the federal government was concerned it was going to be a war to the finish. Secession had been accepted as revolution. There could be no compromise with it; it would be fought whenever necessary with revolutionary weapons, which in effect meant with any instrument that came to hand. The South could win its independence only by destroying the government of the United States.

It was the Lincoln administration that had made this decision but the country at large accepted it, instinctively and without stopping to reason about it. Of all the misunderstandings that had produced the war, no single one had more tragic consequences than this—that the men of the South had completely failed to realize how deeply the concept of nationality had taken root in the North. Whatever the North might do to win the war—and in the end it would do just about anything it could lay its hand to—would be done with the conviction that this attempt at secession was morally wrong, a blind attempt to destroy something precious, a wanton laying of hands on the Ark of the Covenant.



ONE BIG CAMPFIRE PARTY, envisioned in contemporary drawing, was the average enlistee's conception of the soldier's life as the Civil War started.

Look for these wonderful MAZET® and LORETTE® fashions *(see opposite page)*

Jr. House Dress	about $40.00
Select Sweater	about $ 8.00
Ernest Donath Skirt	about $11.00
Blairmoor Sweater	about $ 8.00
Beverly Paige Skirt	about $23.00
House of Morrison Sweater	about $12.00
J. I. Originals Skirt	about $11.00

At These Fine Stores:

PIZITZ	Birmingham, Ala.
MONTGOMERY FAIR	Montgomery, Ala.
KORRICK'S	Phoenix, Ariz.
BUFFUM'S	Long Beach, Calif.
THE MAY COMPANY	Los Angeles, Calif.
HALE'S	Sacramento, Calif.
WALKER-SCOTT CO.	San Diego, Calif.
MACY'S SAN FRANCISCO	San Francisco, Calif.
THE MAY COMPANY	Denver, Colo.
THE HECHT COMPANY	Washington, D. C.
BURDINE'S FLORIDA	Fla.
COHEN BROS.	Jacksonville, Fla.
O. FALK'S	Tampa, Fla.
REGENSTEIN'S	Atlanta, Ga.
J. B. WHITE AND CO.	Augusta, Ga.
L. S. AYRES CO.	Indianapolis, Ind.
BALL STORES	Muncie, Ind.
ROBERTSON BROS.	South Bend, Ind.
GOUDCHAUX'S, INC.	Baton Rouge, La.
D. H. HOLMES, LTD.	New Orleans, La.
B. PECK & COMPANY	Lewiston, Me.
HUTZLER BROTHERS	Baltimore, Md.
W. FILENE'S SONS CO.	Boston, Mass.
FORBES & WALLACE	Springfield, Mass.
THE J. L. HUDSON COMPANY	Detroit, Mich.
WURZBURG'S	Grand Rapids, Mich.
J. W. KNAPP CO.	Lansing, Mich.
THE DAYTON COMPANY	Minneapolis, Minn.
SCHUNEMAN'S	St. Paul, Minn.
MACY'S KANSAS CITY	Kansas City, Mo.
FAMOUS-BARR CO.	St. Louis, Mo.
J. L. BRANDEIS & SONS	Omaha, Nebr.
WM. HENGERER CO.	Buffalo, N. Y.
MACY'S, NEW YORK	New York, N. Y.
SIBLEY, LINDSAY & CURR	Rochester, N. Y.
DEY BROTHERS	Syracuse, N. Y.
M. O'NEIL CO.	Akron, Ohio
STARK'S	Canton, Ohio
SHILLITO'S	Cincinnati, Ohio
HALLE BROTHERS	Cleveland, Ohio
F. & R. LAZARUS CO.	Columbus, Ohio
ELDER & JOHNSTON	Dayton, Ohio
LION D. G. CO.	Toledo, Ohio
ROTHCHILD'S	Oklahoma City, Okla.
VANDEVER'S	Tulsa, Okla.
HESS BROS.	Allentown, Pa.
GIMBEL BROS.	Philadelphia, Pa.
KAUFMANN'S	Pittsburgh, Pa.
POMEROY'S	Reading, Pa.
THE OUTLET COMPANY	Providence, R. I.
AUG. W. SMITH CO.	Spartanburg, S. C.
LOVEMAN'S	Chattanooga, Tenn.
MILLER'S	Knoxville, Tenn.
THE JOHN GERBER COMPANY	Memphis, Tenn.
CASTNER KNOTT D. G. CO.	Nashville, Tenn.
E. M. SCARBROUGH & SONS	Austin, Texas
A. HARRIS & CO.	Dallas, Texas
POPULAR DRY GOODS CO.	El Paso, Texas
STRIPLING'S	Fort Worth, Texas
FOLEY'S	Houston, Texas
FROST BROS.	San Antonio, Texas
Z. C. M. I.	Salt Lake City, Utah
FREDERICK & NELSON	Seattle, Wash.
THE CRESCENT STORE	Spokane, Wash.
GIMBEL BROTHERS	Milwaukee, Wisc.

TNT POPCORN
good to the last POP

A·1 SAUCE
Gives savor to STEW!
Ask for A.1. when dining out, too!



"FOR SCARS AND SCRATCHES USE TOUCH-UP THAT MATCHES"
49¢ BRUSH-IN-CAP
FACTORY MATCHED COLORS FOR ALL CARS!
At Auto Supply Stores and Car Dealers Everywhere

Copyrighted material



*DuPont's Acrylic Fiber

4 SMART GIRLS LEAD A COLORFUL LIFE IN

washable fall fashions of MAZET® and LORETTE®

THEY'RE SMART in choosing sweaters of Mazet® yarn of 100% Orlon* by Milliken . . . for they're completely washable; feel soft as cashmere; never need blocking; always hold their shape; are yours in the *most beautiful* fall colors!

They're smart in choosing skirts and dresses of Lorette®, 55% Orlon*-45% wool by Milliken . . . for they too are completely washable; stay in shape; seldom need pressing because wrinkles hang out; and look *new*, longer! Lorette is available by the yard in fine stores everywhere. Left to right: Junior House of Milwaukee dress: Select sweater—Ernest Donath skirt; Blairmoor sweater—Beverly Paige skirt; House of Morrison sweater—J. I. Originals skirt.

by Milliken

MILLIKEN WOOLENS, INC., 1407 BROADWAY, NEW YORK 18, N. Y. • SEE COLUMN OPPOSITE FOR THE STORE NEAREST YOU FEATURING MAZET® AND LORETTE®.

Copyrighted material

FROM THE INVENTORS OF ELECTRIC SHAVING ON THEIR 25TH ANNIVERSARY

Presenting the

...shaves closer tha



Finest Schick ever—new perfection—new precision—from Hi-Power Motor to Super-Honed Heads.

Until 1930, shaving was a mean chore. Then—Schick invented the first electric shaver. For 25 years, Schick has been the one organization devoted solely to electric shaving. Schick has had one aim: to make close shaving almost as easy as having no beard.

And now Schick brings you the electric shaver that makes any other as old-fashioned as a straight razor: the new Schick "25".

Take it out of its new black-and-silver Caddie Case and look at this white-and-silver beauty. Feel the new and handy grip. Then—snap the switch and feel Schick's exclusive Hi-Power Motor go into action—twice as fast as an airplane engine at 300 mph!

Now—move this new Schick through your toughest whiskers. Never a falter, never a flutter with this palm-sized powerhouse. Here are the only curved combs that guide each whisker into the shearing action. And—since the shaving heads are super-honed to a new sharpness, each whisker is shaved at *skin-line*.

Next—feel your face and just try to find a whisker. Your face never felt smoother. In fact, it feels brand new!

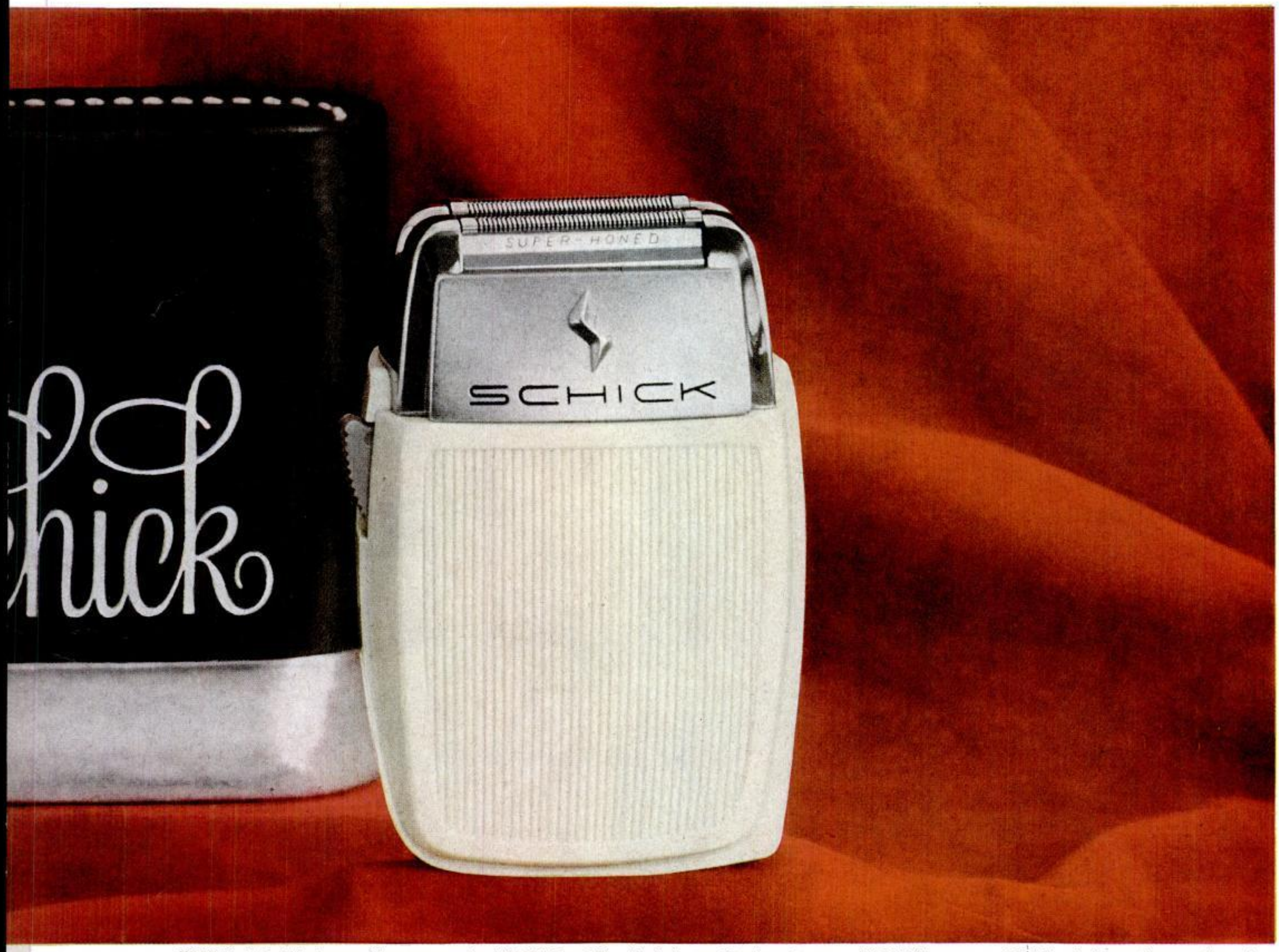
Try the new Schick "25". Ask your dealer about Schick's 14-day money-back home trial. $5 trade-in on your old electric shaver, any make or condition. At all dealers and Schick Shaver Shops in principal cities. Only $29.50. Schick Incorporated, Lancaster, Pa.

The smartest gift you can give him is the closest shave he can get—and that's the new Schick "25".

Copyrighted material

New Schick "25"

anything ever invented

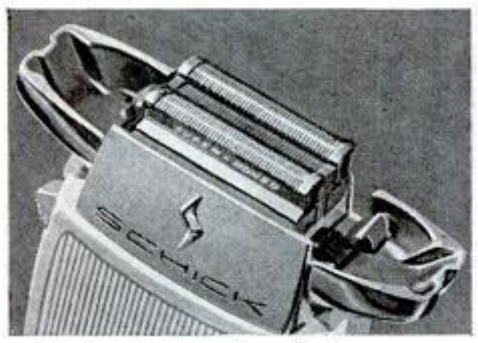


Watch the Robert Montgomery Show every week on NBC-TV. See College Football every Saturday afternoon on NBC-TV. More men use Schick Electric Shavers than any other make.

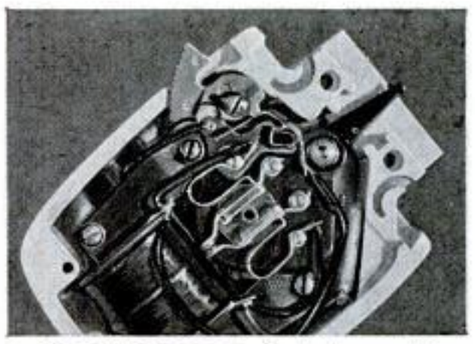
3 REASONS WHY NOTHING SHAVES CLOSER THAN THE NEW SCHICK "25"



1. SUPER-HONED HEADS. Honed and finished to a sharpness unmatched by any other shaver. Result: easy, quick, and amazingly close shaving of every whisker. Never pull or pluck.



2. CURVED COMBS. Curved shape presses down skin around whiskers for gentle shaves. Combs guide each whisker into place. Note the larger and easier-to-clean Whisk-Its for clippings.



3. HI-POWER MOTOR. Snap it on with a touch of the switch. Goes twice as fast as an airplane engine at 300 mph. World's most powerful motor for its size. Shaves the toughest whiskers.

Copyrighted material

Don't wait! Buy your carpeting the Bigelow way!

Enjoy the luxurious beauty of Bigelow Beauvais broadloom...while you pay for it!



Enough Beauvais® carpeting for 3 average-size rooms only

*$24 a month**

Bigelow's beautiful Beauvais carpeting does so much for your home.

It's woven of thick, wonderfully sturdy wool, and makes an ideal family carpet for most any setting.

The stunning Beauvais design, shown here, is one of the newest of the popular, multi-color textures. It actually *hides* soil and scuff marks! And Beauvais, like all Bigelow carpeting, fills any room with a special kind of warmth, comfort, quiet and beauty.

Yes, home means more with carpet on the floor—especially if it's a Bigelow. Why not get your Bigelow now and enjoy it while you pay for it?

***Don't wait!** See your Bigelow retailer today and ask him to arrange easy terms. Imagine—only $24.00 a month, after small down payment, for enough luxurious Beauvais carpeting to cover 3 average-size rooms from wall to wall! You can get Beauvais rugs in room sizes on easy terms, too. Other beautiful Bigelow carpets as low as $10.00 a month for 3 average-size rooms.

SINCE 1825
BIGELOW
Rugs — Carpets

Look for all these extras at a Bigelow retailer's!



The Bigelow Sample-Bar puts a wide variety of Bigelow colors, styles, and prices at your fingertips, makes carpet shopping a pleasure.



Expert advice. Your Bigelow retailer will help you select the "just-right" color, texture and weave for every room in your modern or traditional home.



Top-notch service. Whether you buy a room-size rug or have wall-to-wall installation, your Bigelow retailer's skilled staff insures satisfaction.

Bigelow

Number 1 name in Carpets

Copyrighted material



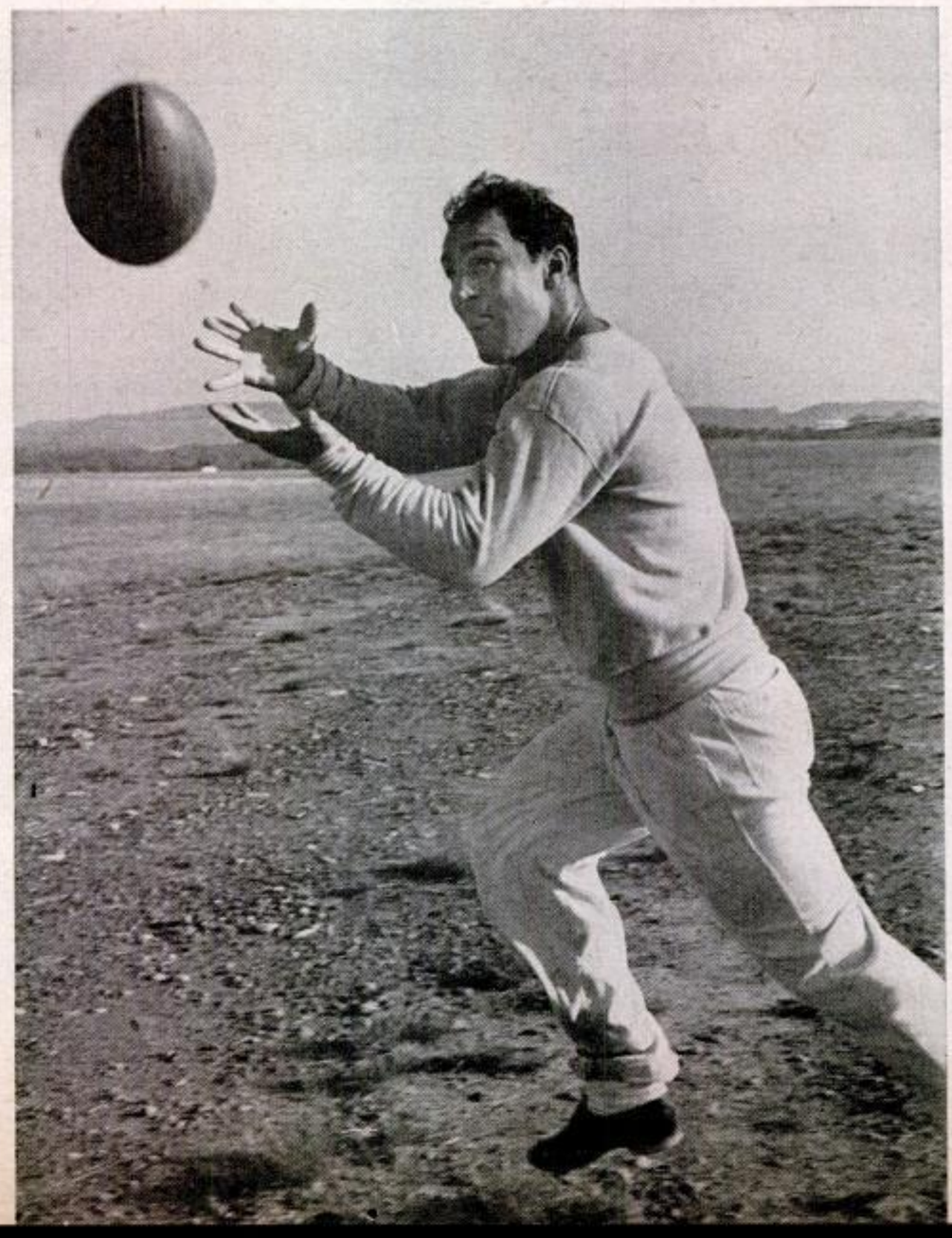
A LAUGH eases the tension of training routine as Marciano takes it easy after a hard workout, enjoying a friend's joke while trainer gives him a rubdown in dressing room.

BEATING BOREDOM IN CAMP

Marciano and Moore try to train without tedium

At their training camps last week, Rocky Marciano and Archie Moore were coping with a common problem—how to get ready for their Sept. 20 heavyweight championship fight without letting boredom run them down. Although he is a dedicated and diligent fighter, Marciano has had to find new ways to keep up his interest. Instead of tedious roadwork, he sprints after forward passes. In the gym (*p. 198*) he pounds a variety of punching bags he designed himself. All this is part of an intensive, efficient training program which keeps Marciano skipping rope, performing calisthenics, sparring with rough partners, eating only two meals a day and getting plenty of rest—13 hours a day in bed.

Meanwhile Moore fights boredom in his own way. To see what he does, turn the page.



LEGWORK is done by Marciano by playing catch with a football. A former player in high school at Brockton, Mass., he puts in an hour a day chasing passes, prefers this type of exercise to road running.

CONTINUED 193

Copyrighted material



INVITATION TO EISENHOWER asking him to attend fight is sent by Archie Moore. He met the President at a dinner for sports figures in the White House.



LEARNING TO FLY, Archie pilots plane over North Adams. He kept right on taking lessons despite pleas of fight's promoter to quit flying until after fight.



VISITING TOWN in his red Thunderbird, Archie drives through North Adams waving to bystanders.

A Challenger's Diversions

Archie Moore never has any trouble keeping busy. "There's always something to do to keep your mind occupied," he says. At his camp at North Adams, Mass. he has tried to answer all of his mail personally, some days getting off as many as 40 replies. At breakfast he dallies over the morning papers, then may polish his car, play with the kids attending the summer camp where he lives, relax with a little music or an airplane ride.

To get in condition, Moore has done road work every other morning and sparred six days a week (*p. 196*), but he has not worked nearly so hard as Marciano. At 38 the oldest man ever to be getting his first crack at the modern heavyweight championship, he does not have to work that much. "Archie knows how to do everything a fighter can do," says "Cheerful" Norman, his trainer. "Only he has to be reminded of some things sometime. Archie is a fella who gets in condition just like that. Two weeks of real hard work will do it."

Archie, a master boxer, has his own explanation for his pace. "My speed's not in my legs, it's in my hands and body," he says. "And up here," he adds, pointing to his head.

PLAYING AWAY SOME EXTRA TIME ON THE SCREENED-IN FRONT PORCH OF HIS COTTAGE AT CAMP KENWOOD, MOORE EASES A FEW SOFT LICKS OUT OF A TOY FRENCH HORN



CONTINUED



It takes a heap of Know-How to ride herd on 36,000,000 TV Sets

In only a few short years, America has created a new guild of skilled craftsmen . . . the electronic technicians who service the nation's 36 million television receivers. It's a big job—one that calls for a high order of technical know-how and a substantial investment in training and equipment.

Your neighborhood radio and television serviceman takes pride in his ability to serve you with skill and integrity.

He takes special pride when he has qualified as a member of the select group of Raytheon Bonded Electronic Technicians. As such he displays the Raytheon Bonded Seal and adheres to this Code of Ethics:

1. *Guarantee all radio and television repair work for 90 days.*
2. *Use only parts of recognized quality.*
3. *Charge not over established prices for parts.*
4. *Test customers' tubes as accurately as possible.*
5. *Keep labor charges at a reasonable level.*
6. *Perform only such work as is necessary.*
7. *Maintain proper equipment for good repair work.*
8. *Maintain the highest quality service.*

He has the ability and equipment to solve your TV service problems, whatever the make or model of your sets. His work is backed by a bond issued through one of America's largest insurance companies and his standing as a Raytheon Bonded Electronic Technician is your guarantee of satisfaction.

RAYTHEON Bonded ELECTRONIC TECHNICIANS CCC CONTINENTAL CASUALTY COMPANY

LOOK FOR THIS SEAL
It's the symbol of Satisfactory Service



RAYTHEON®

Excellence in Electronics

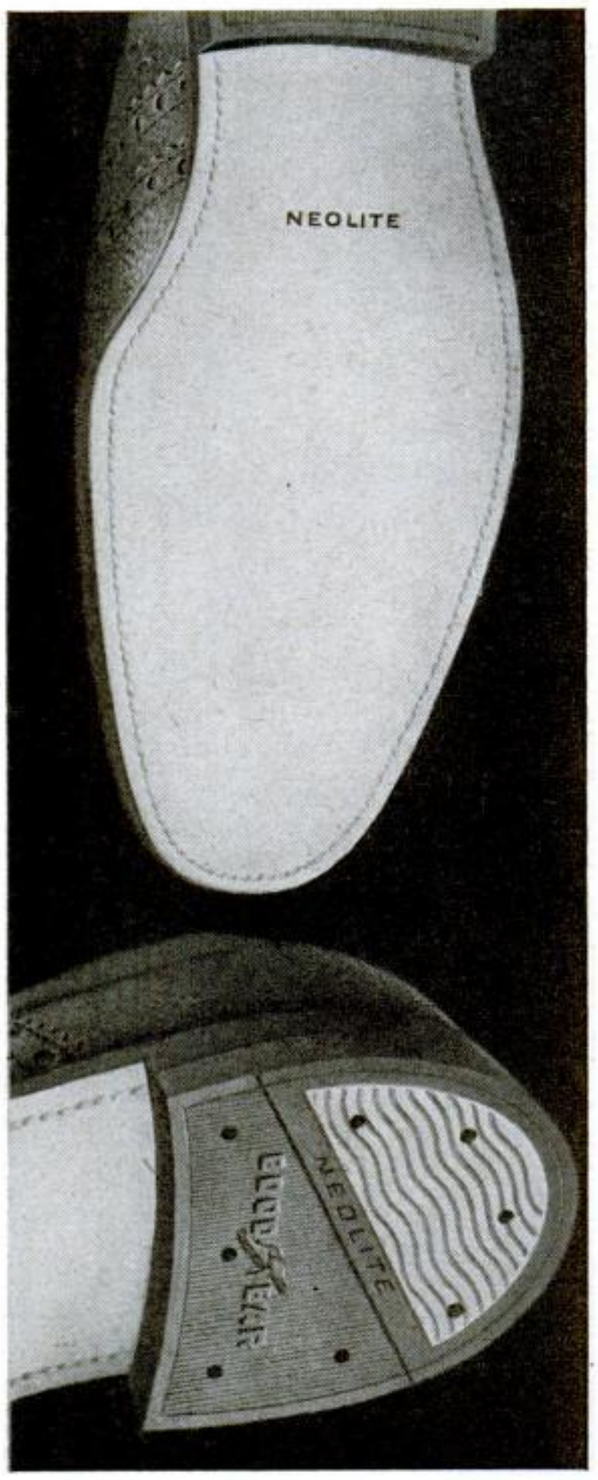
RAYTHEON MANUFACTURING COMPANY, Receiving and Cathode Ray Tube Operations
NEWTON • CHICAGO • ATLANTA • LOS ANGELES

RAYTHEON MANUFACTURES TELEVISION AND RADIO TUBES, INDUSTRIAL AND POWER TUBES, TELEVISION AND RADIO SETS, ROOM AIR CLEANERS, SEMICONDUCTOR PRODUCTS, DIATHERMY EQUIPMENT, ELECTRONIC COOKERS, ELECTRONIC MARINE EQUIPMENT, ELECTRONIC DUPLICATORS, INDUSTRIAL EQUIPMENT, ULTRASONIC MACHINE TOOLS, AND ELECTRONIC TUBES, SONAR, RADAR AND COMMUNICATIONS EQUIPMENT FOR THE UNITED STATES GOVERNMENT

Copyrighted material

It pays to stop at your shoe repair shop

Combine the craftsmanship of your shoe repairman with the finest repair materials available today, and what do you have? Shoes that look and wear *like new* again!



For neat appearance, wear and comfort, NEOLITE Soles and Heels are the greatest value afoot today!

SPECIAL OFFER!

BOY'S OR GIRL'S

VINYL RAINCOAT and HAT



$2.95 VALUE ONLY **$1**

with special coupon you'll receive when you have shoes repaired with Goodyear or Neolite products.

Get full details from your shoe repairman

NEOLITE

SOLES and HEELS

Made only by GOODYEAR

NEOLITE, AN ELASTOMER-RESIN BLEND. T. M.
THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO



SHARPENING DEFENSE, MOORE AVOIDS PUNCHES THROWN BY SPAR MATE GORILLA BROWN. TRAINER WATCHES

The Routine Fighting Grind

BUILDING CONDITION, MOORE RUNS FAST THREE MILES IN MORNING WITH LOCAL HIGH SCHOOL RUNNER, SPARRING PARTNER

CONTINUED

The filter doesn't get between you and the flavor!



Marlboro

THE NEW FILTER CIGARETTE FROM PHILIP MORRIS

NEW FLIP-TOP BOX

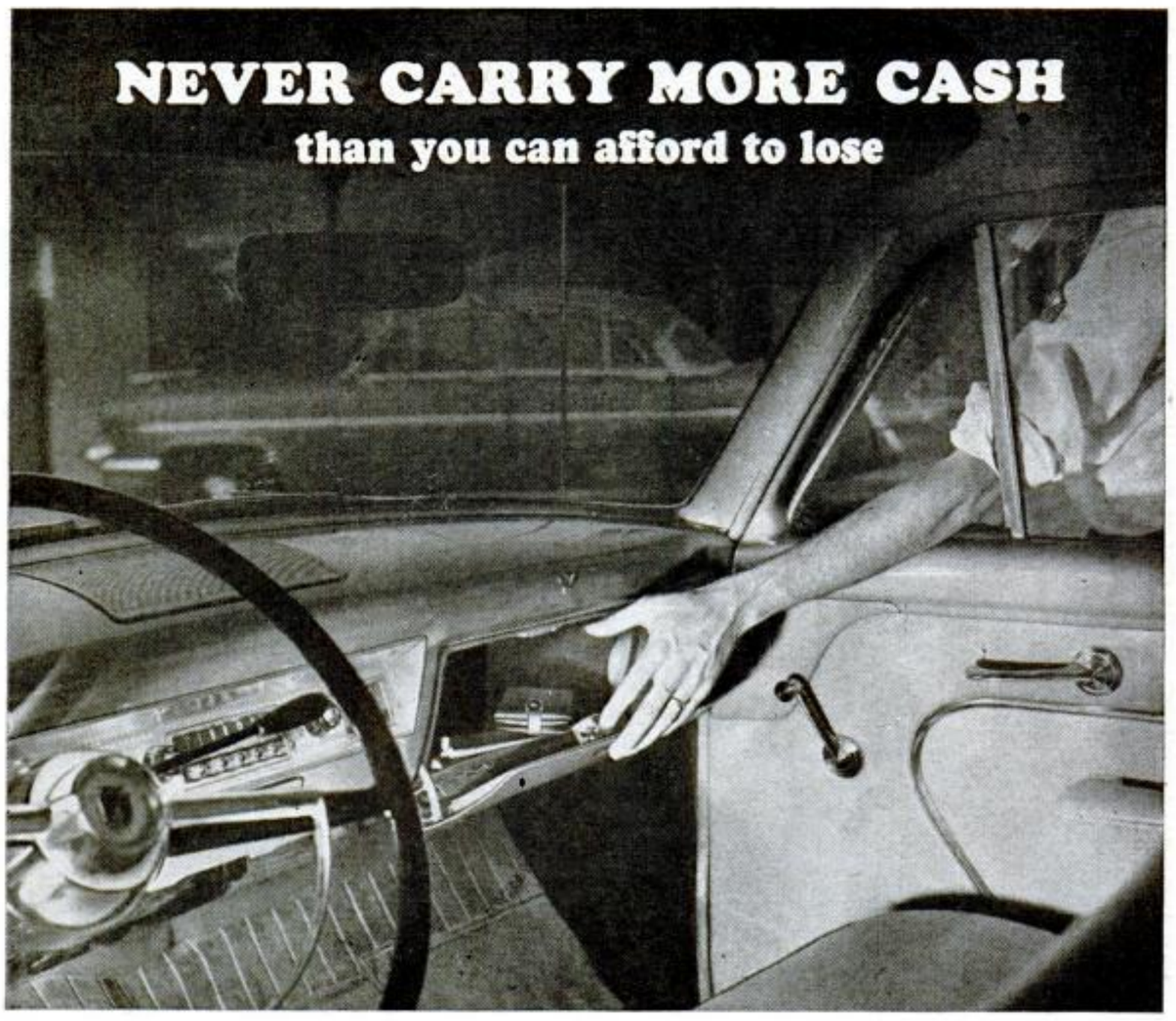
Firm to keep cigarettes from crushing. No tobacco in your pocket.

Yes, this easy-drawing but hard-working filter sure delivers the goods on flavor. Popular filter price. This new Marlboro makes it easy to change to a filter. This one you'll like.

POPULAR FILTER PRICE

(MADE IN RICHMOND, VIRGINIA, FROM A NEW PHILIP MORRIS RECIPE)

Copyrighted material



you can't lose with

AMERICAN EXPRESS TRAVELERS CHEQUES

- Immediate refund if lost or stolen
- Instantly accepted everywhere — and only when you sign them
- Sold at any BANK, at Railway Express, and Western Union offices. Only 75¢ per $100.



Older Folks NEED SLEEP

When you have trouble getting to sleep the discovery of the new safe sleeping tablet SLEEP-EZE can be a blessing to you. This new miracle tablet brings sleep quickly and safely and lets you sleep without nervous tossing, turning and waking up during the night. Best of all, you awaken amazingly rested, refreshed and feeling like a million dollars. SLEEP-EZE tablets are non-habit forming and so safe they can be purchased at your neighborhood drug store *without prescription*. Double your money back if not delighted with SLEEP-EZE, Safe, Non-Habit Forming SLEEPING TABLETS.

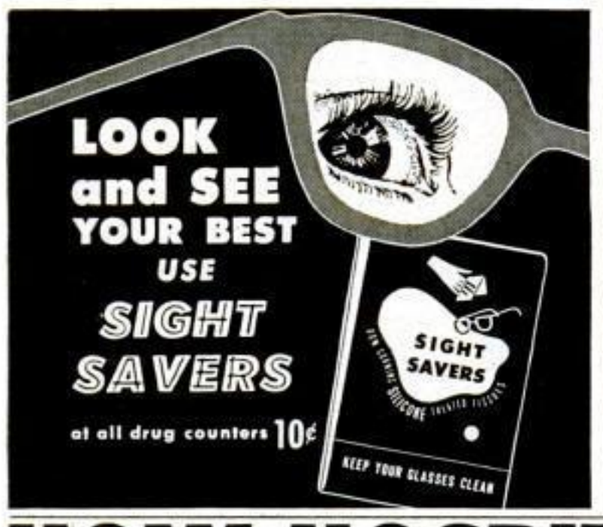
ALSTA WATCHES
The BELLETTE WRIST ALARM 69.50
NEW YORK, N. Y.
MANY MODELS INCLUDING
25 JEWEL SELF-WINDING
17 and 21 JEWEL VERY THIN
LIFETIME MAINSPRINGS





TEETHING PAINS
TOOTHACHE
QUICKLY RELIEVED
ora-jel®
COMMENDED BY PARENTS' MAGAZINE
PUT IT ON ... PAIN IS GONE





QUICK RELIEF
TUMS 10¢ A ROLL
FOR ACID INDIGESTION
GUARANTEED TO CONTAIN NO SODA

Windsor
PENS • GIFT SETS
BEAUTIFUL • USEFUL
GIFTS FOR EVERYONE
At Better Stores Everywhere
Deluxe Sets to $25.
WINDSOR PEN CORP., N.Y.C.



HOW HOSPITAL STOPPED ATHLETE'S FOOT ITCH!

Amazing "hospital-tested" cream destroys Foot Itch fungi on 60-second contact...instantly relieves the itching!

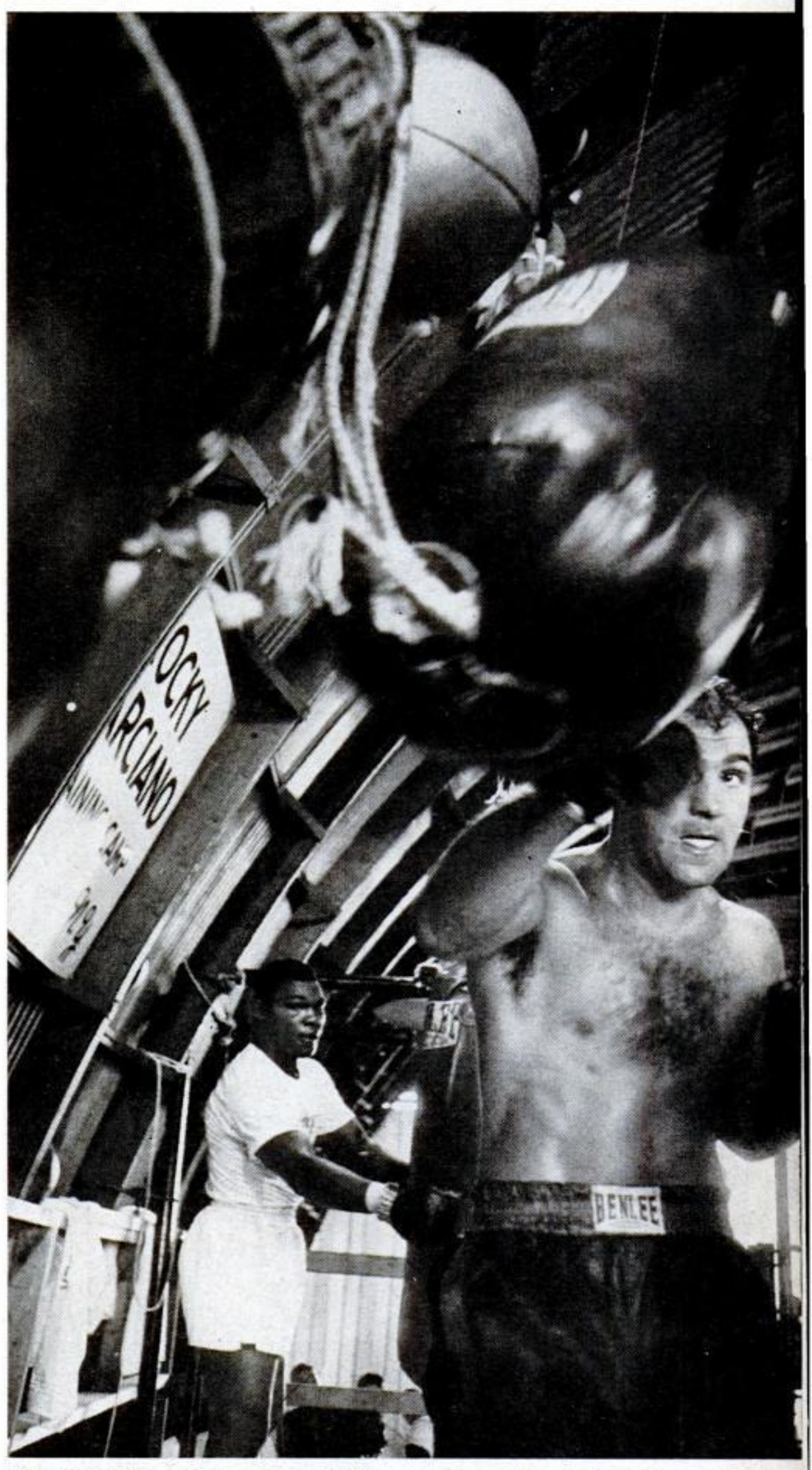
Why endure agonizing toe itch? Hospital tests show TING Antiseptic Cream gives instant relief...restores wonderful comfort to sore, burning skin and peeling toes.

Laboratory tests also prove that TING's remarkable fungicidal action destroys Athlete's Foot fungi on 60-second contact. Prevents spread of infection. Aids healing of raw, cracked toes amazingly fast.

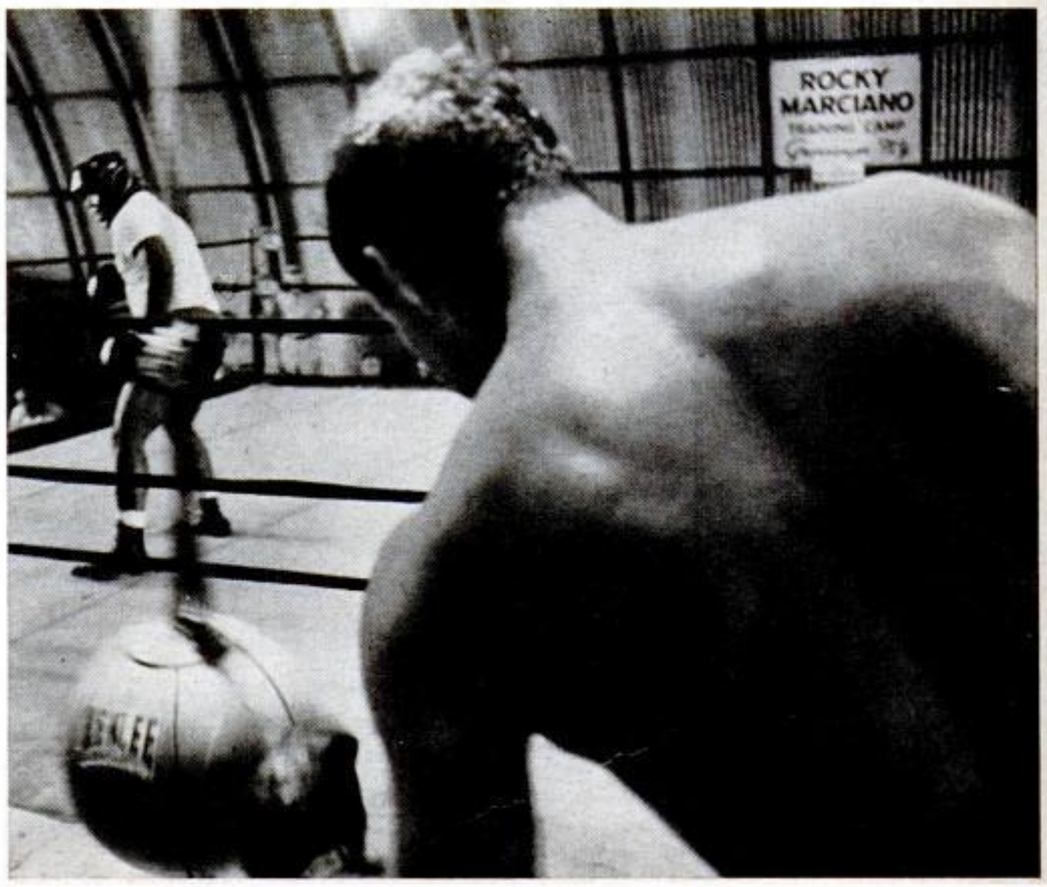
TING is a non-greasy, stainless "dry cream" discovery. Simply rub on. Dries quickly to powder that clings, thus continues relief for hours. Buy TING today. Guaranteed results. Money back if not satisfied. At all druggists. Only 69¢.



Pet Bags for Rocky



HORIZONTAL BAG, stuffed with foam rubber and weighing 40 pounds, gives champion practice bobbing and weaving, coming up with punch at same time.



UP-AND-DOWN BAG, representing man's hand, bounces wildly when hit. "If Rocky can hit that," says Trainer Goldman, "he can hit anybody's head."

CONTINUED

Copyrighted material



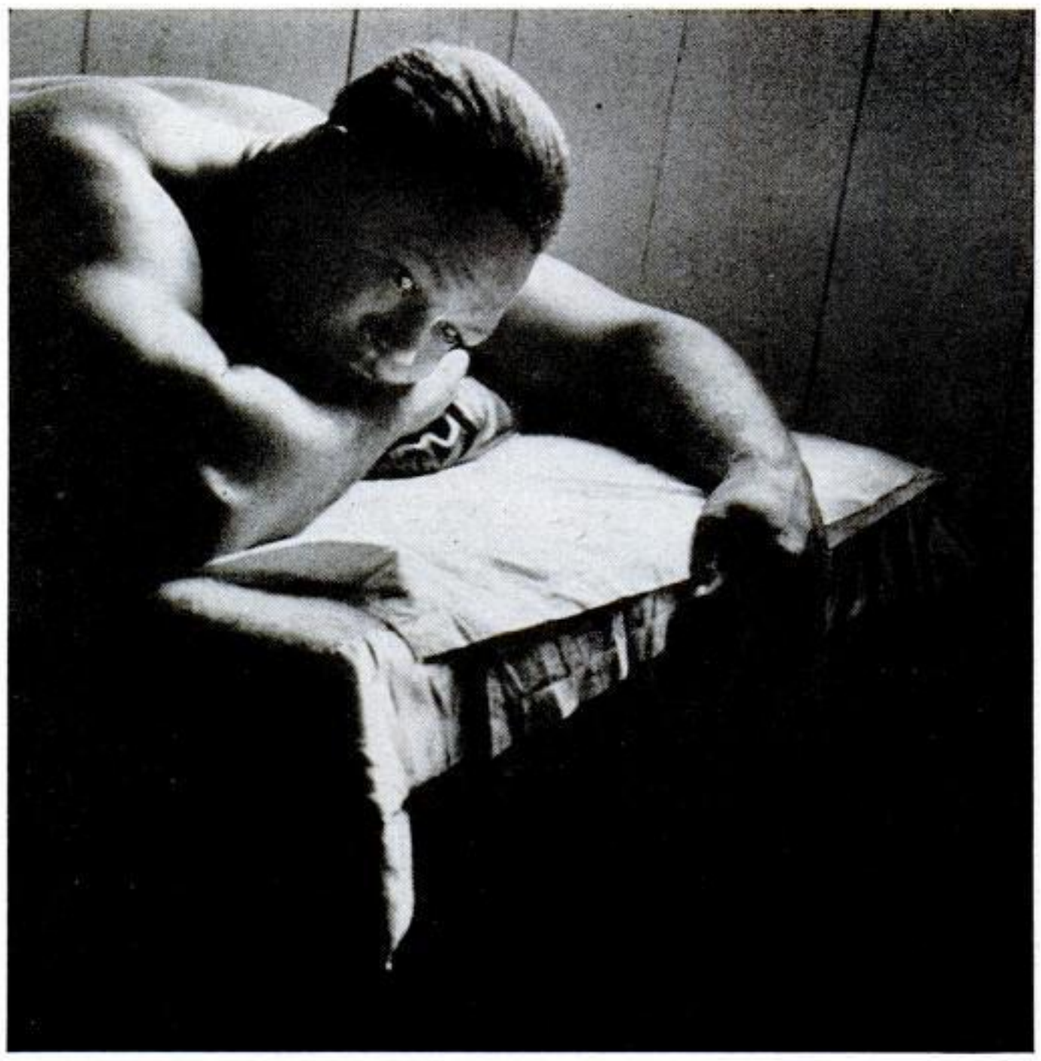
Copyrighted material

"May I ask who makes your underwear?"



"Manhattan" of course"

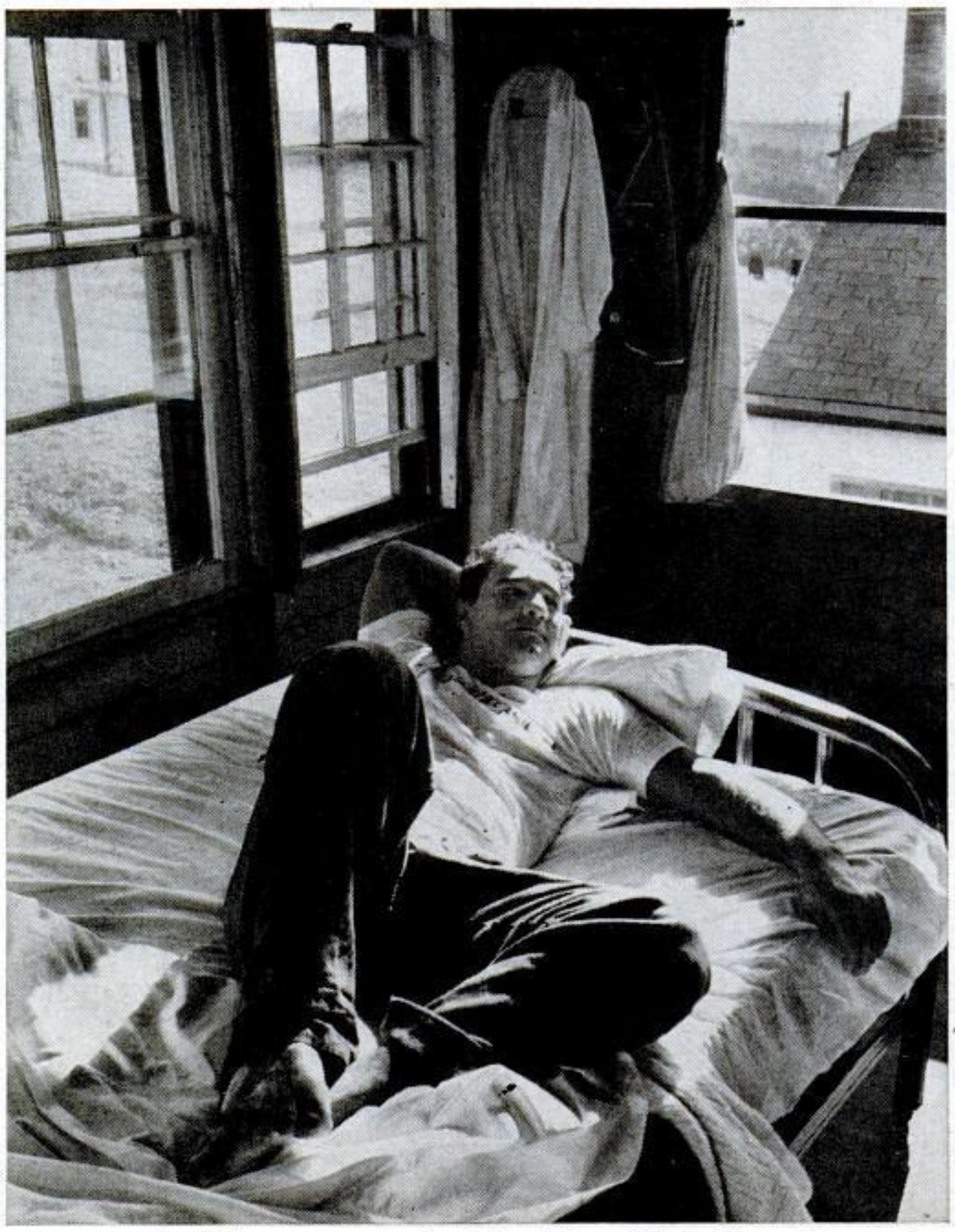
PUZZLE—a devilishly clever pattern on comfortable broadcloth boxer shorts, $1.50. **JET**—cotton half-sleeve T shirt with dacron and cotton collarette, $1.50. By the makers of famous *Manhattan* shirts. ©1955



RESTING on rubbing table in dressing room before sparring session, Moore considers tactics he will use against Marciano, concludes, "I'll knock him out."

A Change of Moods

In fight camps, tension always builds up as fight time approaches. Though he was jovial last week, Archie Moore is expected to become a mean cuss by next week. "When Archie gets mean," his trainer says, "then we know he's in shape." Marciano becomes more and more quiet. "He thinks only of his condition," explains a trainer, "never pays attention to his opponent. He's just another guy to demolish."



AT EASE in bed Marciano awaits breakfast. Though he is favored 3 to 1, has knocked out 42 of 48 opponents, he refuses to say what he will do to Moore.



These are the airlines...

that will get you there with speed and luxury by Douglas

Listed below are the leading airlines that fly the fast, luxurious, four-engine Douglas DC-6, DC-6B, or new DC-7 series airplanes:

AEROLINEAS ARGENTINAS
AIGLE AZUR
ALITALIA
AMERICAN AIRLINES
AUSTRALIAN NATIONAL AIRWAYS
BRANIFF INTERNATIONAL AIRWAYS
*BRITISH OVERSEAS AIRWAYS CORP.
CANADIAN PACIFIC AIR LINES
CATHAY PACIFIC AIRWAYS
CONTINENTAL AIR LINES
DELTA-C&S AIR LINES
EASTERN AIR LINES
JAPAN AIR LINES
KLM ROYAL DUTCH AIRLINES
LINEA AEREA NACIONAL DE CHILE
LINEE AEREE ITALIANE
MEXICANA DE AVIACION
NATIONAL AIRLINES
NORTH AMERICAN AIRLINES
*NORTHEAST AIRLINES
NORTHWEST AIRLINES
PANAGRA
PAN AMERICAN WORLD AIRWAYS
SABENA BELGIAN WORLD AIRLINES
SCANDINAVIAN AIRLINES SYSTEM
*SOUTH AFRICAN AIRWAYS
SWISSAIR
TASMAN EMPIRE AIRWAYS LTD.
TRANS CARIBBEAN AIRWAYS
TRANSPORTS AERIENS INTERCONTINENTAUX
UNION AEROMARITIME DE TRANSPORT
UNITED AIR LINES
WESTERN AIR LINES

Cargo service only
*AIRWORK—ATLANTIC
FLYING TIGER LINE
SLICK AIRWAYS
*Flying soon

Twice as many people fly
DOUGLAS
as all other airplanes combined

Copyrighted material



Wake up-Daddy's home early! He came by DC-7

Whatever your reason for getting there faster...

——you go *fastest by far* in a DC-7

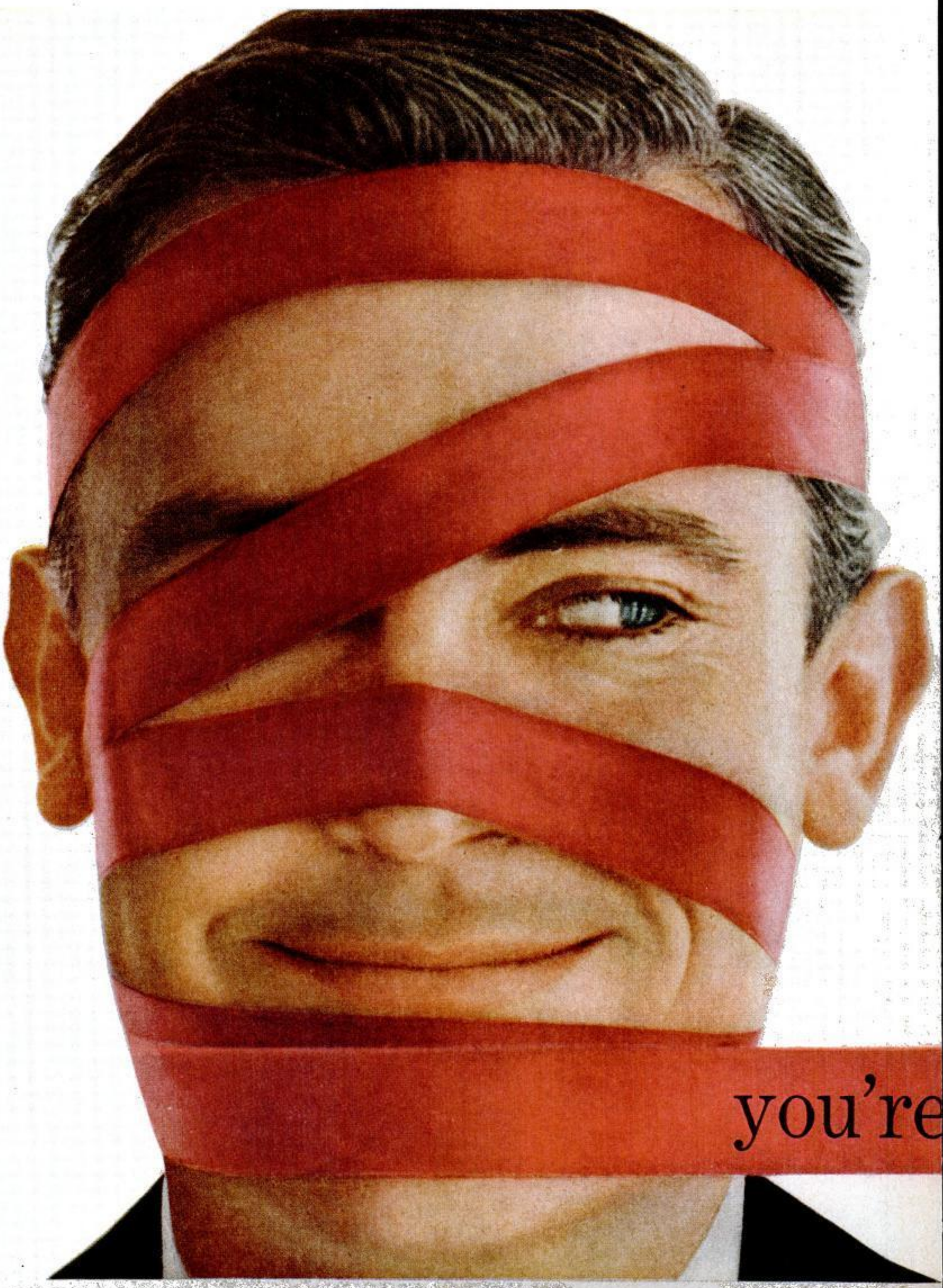


You fly up to *50 m.p.h. faster* in the new DC-7 than in any other airliner now in service. With its four giant turbo compound engines, its clean straight lines and single tail, the DC-7 has a top speed of 410 m.p.h.

Unmatched in luxury, too! The Douglas DC-7 has scores of new comforts and conveniences. It is the most restful way to go.

DC means DOUGLAS

Copyrighted material



Copyrighted material



TAPE

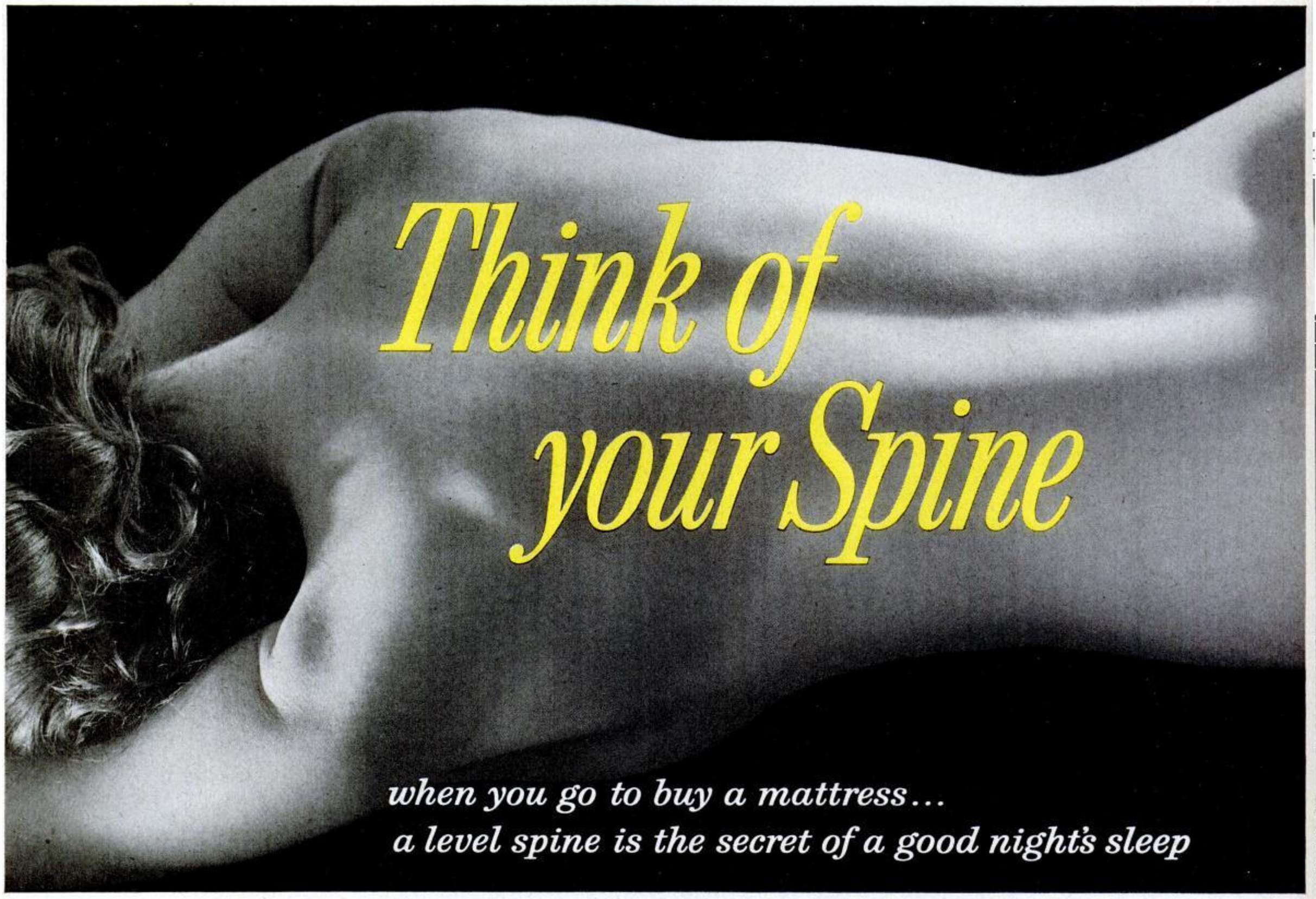
in MAX Factor's Color-fast lipstick

new ruby red
winding through the whole
fashion scene

It can end only one way...with lips beautifully involved! Max Factor gives lipstick color a deep new twist that leads to brilliant ruby *warmth*...soft...sweet... glowingly attractive. Wear it! and you'll find that—suddenly Red Tape is just what everyone would love to be tangled up in! $1.10 plus tax.

the only non-smear type lipstick with stay-on lustre

Copyrighted material



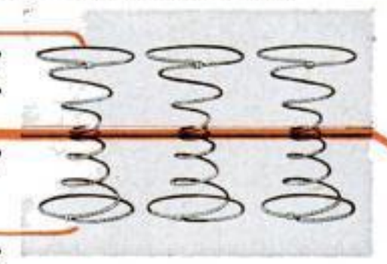
Exclusive Englander principle keeps spine level

Good sleep starts with a level spine—that's why the famous Englander Airfoam Sleep Ensemble with Englander's exclusive Red-Line foundation has long been the standard of quality in the bedding field.

Now you can get this same Englander Red-Line construction principle in an innerspring mattress . . . Englander's new Super Red-Line mattress.

It's the only innerspring mattress scientifically designed to keep your spine level all night long, no matter how your weight is distributed. You get the firm, level support you need for restful sleep—and wake up thoroughly refreshed in the morning. Here's why:

In Englander's exclusive Red-Line construction, spring coils are *free acting* at top and bottom (not wired or stapled together or tied in thin cotton sacks). They are held together *in the middle* with strong ribbons of flexible steel—the Red-Line.



So when you go to buy a mattress, look for the Red-Line on Englander's New Super Red-Line innerspring mattress. No other mattress has this feature. Ask your furniture or department store for a free trial in your own home for 30 days. $59.75

ENGLANDER'S NEW SUPER RED-LINE *innerspring mattress gives firm, comfortable support, keeps your spine level with Englander's exclusive Red-Line principle. Mattress and matching box spring, each $59.75*



Englander Red-Line

AND ask to see Englander's famous Airfoam* Red-Line* Sleep Ensemble, too. Englander mattress of Airfoam by Goodyear cushions your body on millions of tiny bubbles of air. Exclusive Englander Red-Line foundation 1) yields to body weight, 2) provides firm support, 3) keeps your spine level. Mattress and foundation are made for each other. The standard of quality in foam-latex ensembles.

Englander Airfoam Mattress (Firm or Extra Firm) $79.75
Englander Red-Line Foundation $69.75

Airfoam MADE ONLY BY GOODYEAR THE WORLD'S FINEST CUSHIONING

No matter how you sleep, you'll sleep better on an Englander


Traveler


Butterfly


Streamlined

*Airfoam—T.M. The Goodyear Tire & Rubber Co. ★Red-Line—T.M. The Englander Company, Inc.

©1955 The Englander Company, Inc.

Copyrighted material

A LAST LOOK AT WORLDLY LIFE

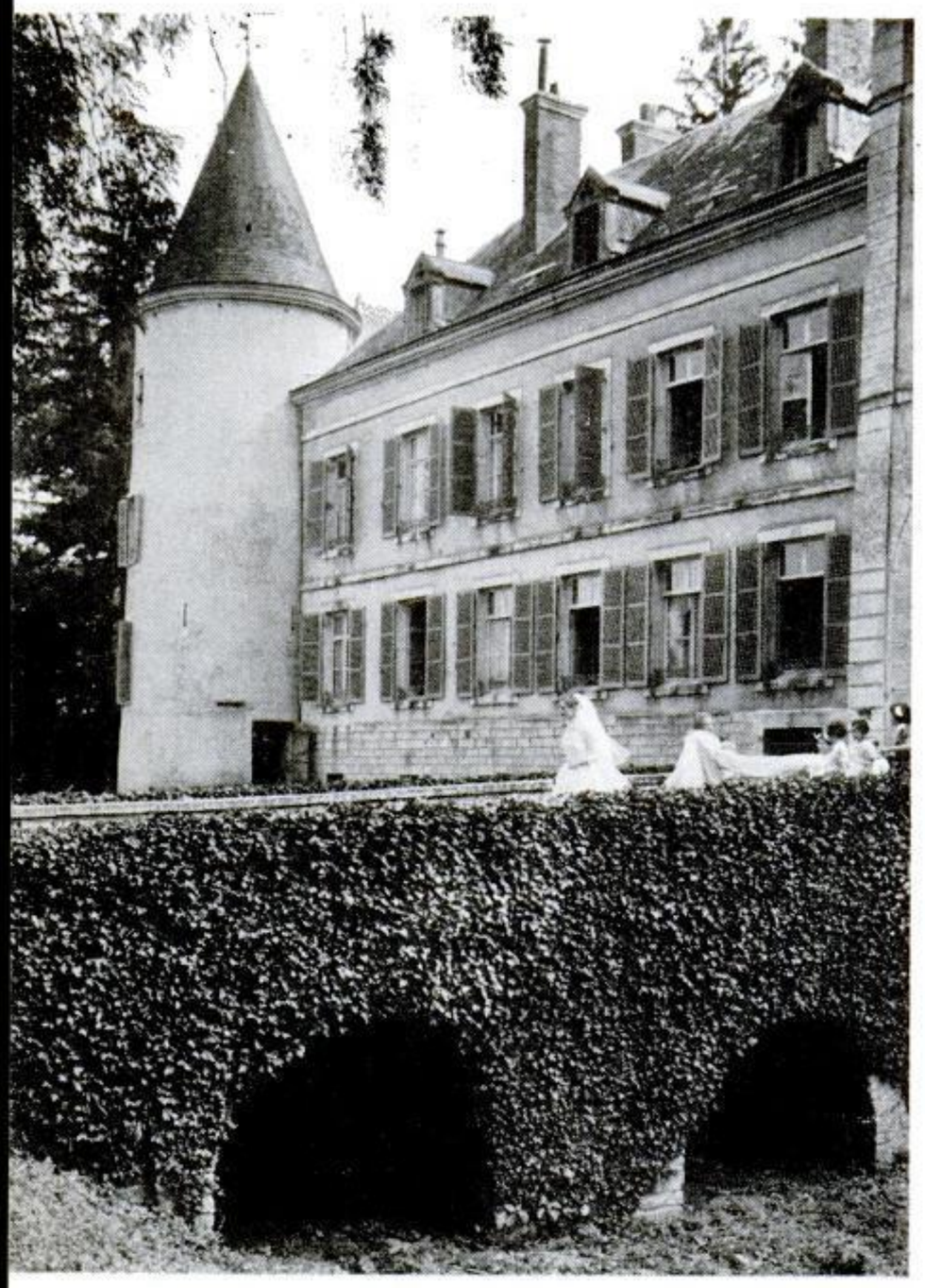


A marquis and marquise give up their splendor and each other

The Marquis and Marquise de Vogüé, bearers of one of France's proudest names, seemed filled with serenity. They were doing a last secular duty (*next page*) before a profound and free act of faith. This month they relinquish a life of worldly splendor and—after 35 years of marriage—take leave of each other. The marquis will become a monk, the marquise a sister.

CONTINUED 205

Copyrighted material



ON WEDDING DAY, which marked De Vogüés' last social appearance, their son's bride, Hélène de Carmoy, leaves her family chateau (*above*), returns from village church with Geoffroy de Vogüé (*below*).



MARQUISE ENJOYS THE RECEPTION

BEFORE LEAVING, ONE FESTIVE DAY

With his decision, Marquis Melchior de Vogüé, 63, leaves behind him a successful banking career, a passion for hunting and a huge fortune inherited from his father, a former head of the Suez Canal Company. The 58-year-old marquise, a gifted businesswoman in her own right, was famous for the brilliant banquets she gave at their Chateau de la Verrerie.

But years ago, in the midst of their rich and busy life, the De Vogüés had decided that they would take religious vows when all their five children were settled. The wedding last month of their youngest son finally left them free —the marquis to join another of his sons in the Benedictine monastery at La Pierre-Qui-Vire and the marquise as a Little Sister of the Assumption to minister to the sick and poor of Paris. They will never see each other again.



WEDDING PROCESSION, LED BY BRIDE AND HER





BEFORE CEREMONY bride and attendants stand outside chateau waiting for procession to begin.

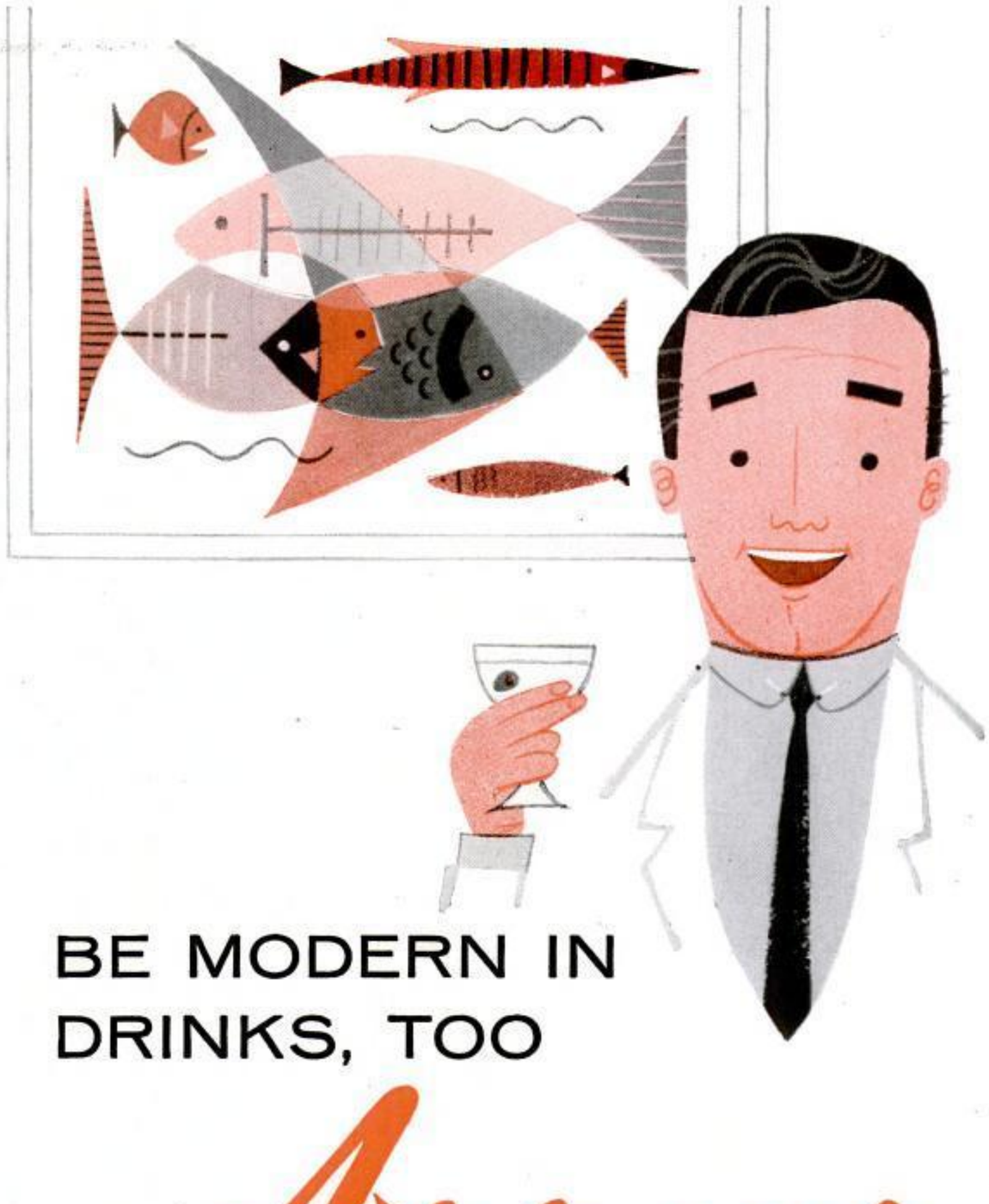
TOWARD THE END of the reception Marquis de Vogüé (*back to table*) talks with remaining guests.

Copyrighted material



FATHER, LEAVES THE DE CARMOY ESTATE AT LA CHAPELLE DE BRAGNY





BE MODERN IN
DRINKS, TOO

Arrow

VODKA MARTINIS

(YOU NEVER HAD VODKA SO GOOD)



Have you discovered the Arrow Vodka Martini yet? It's out of this world . . . the Arrow Vodka Martini, swift to win the spotlight, has quickened the enthusiasm of those who appreciate the better things of life. It's the last word in pleasure . . . the fabulous, 1955 version of that all-time favorite, the Martini, made with Arrow Vodka. Mister, you never had Vodka so good!

Great, too, Straight,
On-the-Rocks, in a Screwdriver–
superb in a Stinger,
refreshing in a Collins or with Tonic.



THIS VODKA DISTILLED FROM GRAIN
. . . 80, 86 and 100 PROOF

ARROW LIQUEURS CORP., DETROIT 7, MICH.

Copyrighted material



THE CRUST OF SOME PIGEONS

For sheer gluttony, pigeons take the cake or, when they can't get it, the bread. Although fancy breeds stuff themselves on costly grain mashes provided by their owners, the gutter variety, often called "clinkers," stay plump on whatever they can find, beg or steal.

In New York's Central Park, Photographer Gene Pyle one recent day came upon a gray pigeon wearing around its irridescent neck the intact crust of a slice of bread. Evidently the greedy bird had gobbled up the center of the slice and in so doing flipped the crust over its head. Just after Pyle took his picture, the waddling bird muttered throatily and flew away, carrying its next meal in a handy neck pack.

Copyrighted material

AMATEUR KNIGHT FIGHTS A Portuguese duel



1 **"I felt like a Yankee** in King Arthur's court when I turned knight for a day in Portugal," writes Raymond Kohler, an American friend of Canadian Club who represents TWA in Lisbon. "At Sesimbra, beneath the towering battlements of a 12th century castle, I crossed lances with Jose Rodriguez, Portugal's top bullfighter, in a mounted duel called the *Escaramuca*. Recently revived as a sport, this dashing combat displays the brand of fighting that drove the Moors from Spain and Portugal in 1492.

2 **"The short, flexible lance** Rodriguez showed me before our encounter explains why the *Escaramuca* is more like a fencing match on horseback than the head-on joust of Round Table fame. I needed skill, not brute force, as I spurred my pony into battle.

3 **"Whump! I bit the dust** when Rodriguez' lance caught me off guard as I jockeyed for position on my well-trained little steed. Falling isn't part of the game. Just being touched on the face or chest would have left me *hors de combat*, according to the rules. My foeman rushed to my aid, but only my pride was hurt.

4 **"The Age of Chivalry** isn't dead, I found, when Rodriguez greeted me after the tournament. To soften the blow of my defeat, he brought out a bottle of Canadian Club.

5 **" 'My best friend** wouldn't know me in this costume.' I told my host. But that Canadian Club was a friend I'd know anywhere. And anywhere is exactly where I find it."

Why this whisky's worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon. Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long . . . in cocktails before dinner and tall ones afterward. There is *one* and *only one* Canadian Club, and *no other* whisky tastes quite like it in all the world.

IN 87 LANDS . . . THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD

90.4 PROOF

IMPORTED WHISKY · MADE BY HIRAM WALKER

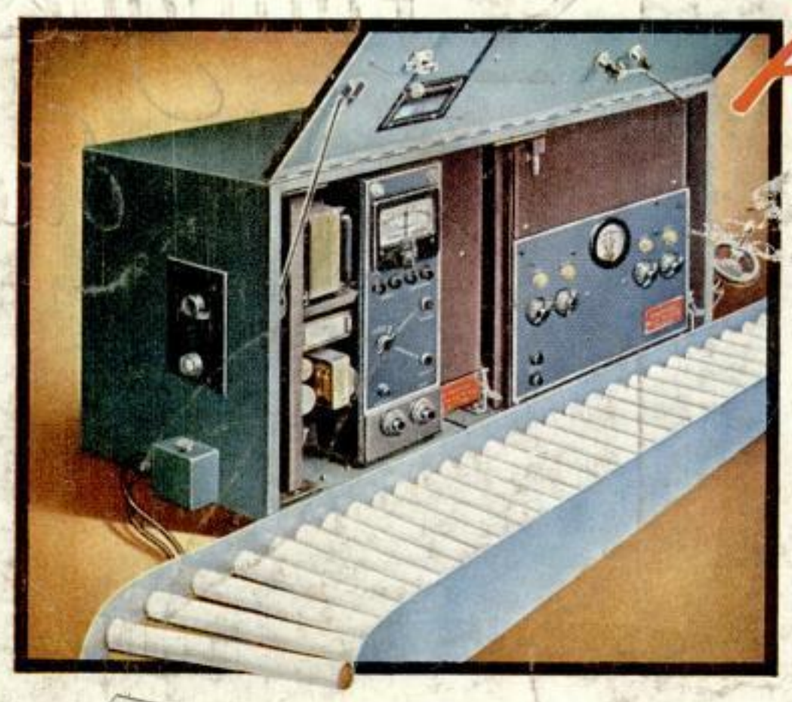
IMPORTED IN BOTTLE FROM CANADA BY HIRAM WALKER IMPORTERS INC., DETROIT, MICH. BLENDED CANADIAN WHISKY.



Copyrighted Material

CHESTERFIELD SETS A NEW STANDARD OF QUALITY—WITH THE

New Miracle of Electronics!



AccuRay brings you Smoother, Cooler Smoking than was ever possible before!

Scientific miracles never cease!... Now see what modern electronics has done to increase your cigarette enjoyment! With electronic accuracy, Accu-Ray checks and controls the making of your Chesterfield. For the first time you get a . . .

↓PERFECT-SMOKE-COLUMN-FROM-END-TO-END!↓

Chesterfield

You'll marvel at the *extra* flavor that comes through. Yet because this *measurably* better cigarette *smokes more slowly*—you enjoy a cool mildness never possible before. From first puff to last, Chesterfield gives you a smoke *measurably* smoother . . . cooler . . . best for you!

In the whole wide world, no cigarette satisfies like a Chesterfield!



Chesterfield

Made the Modern Way—with AccuRay

© Liggett & Myers Tobacco Co.

Copyrighted material